

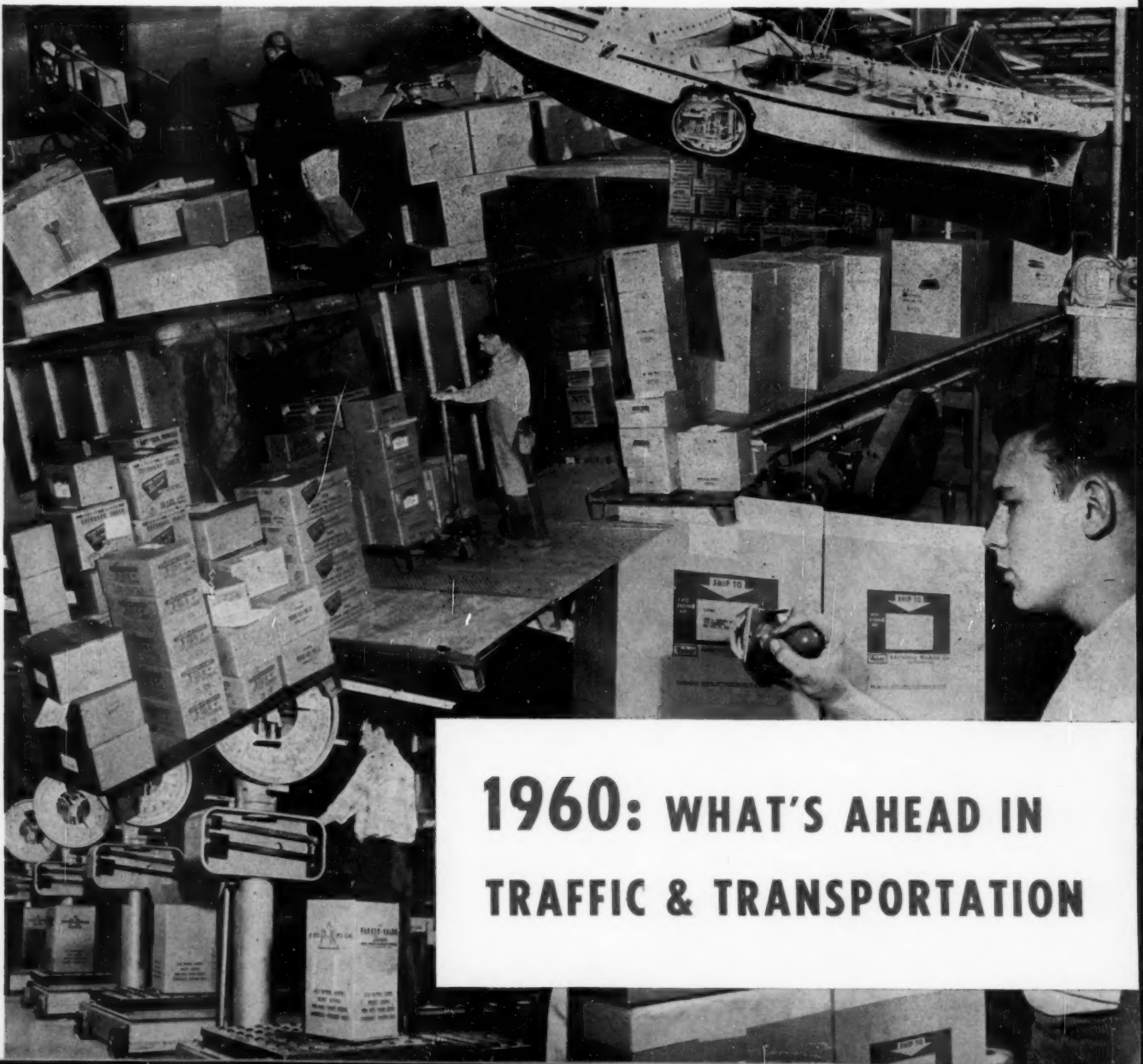
JANUARY, 1960

# shipping MANAGEMENT



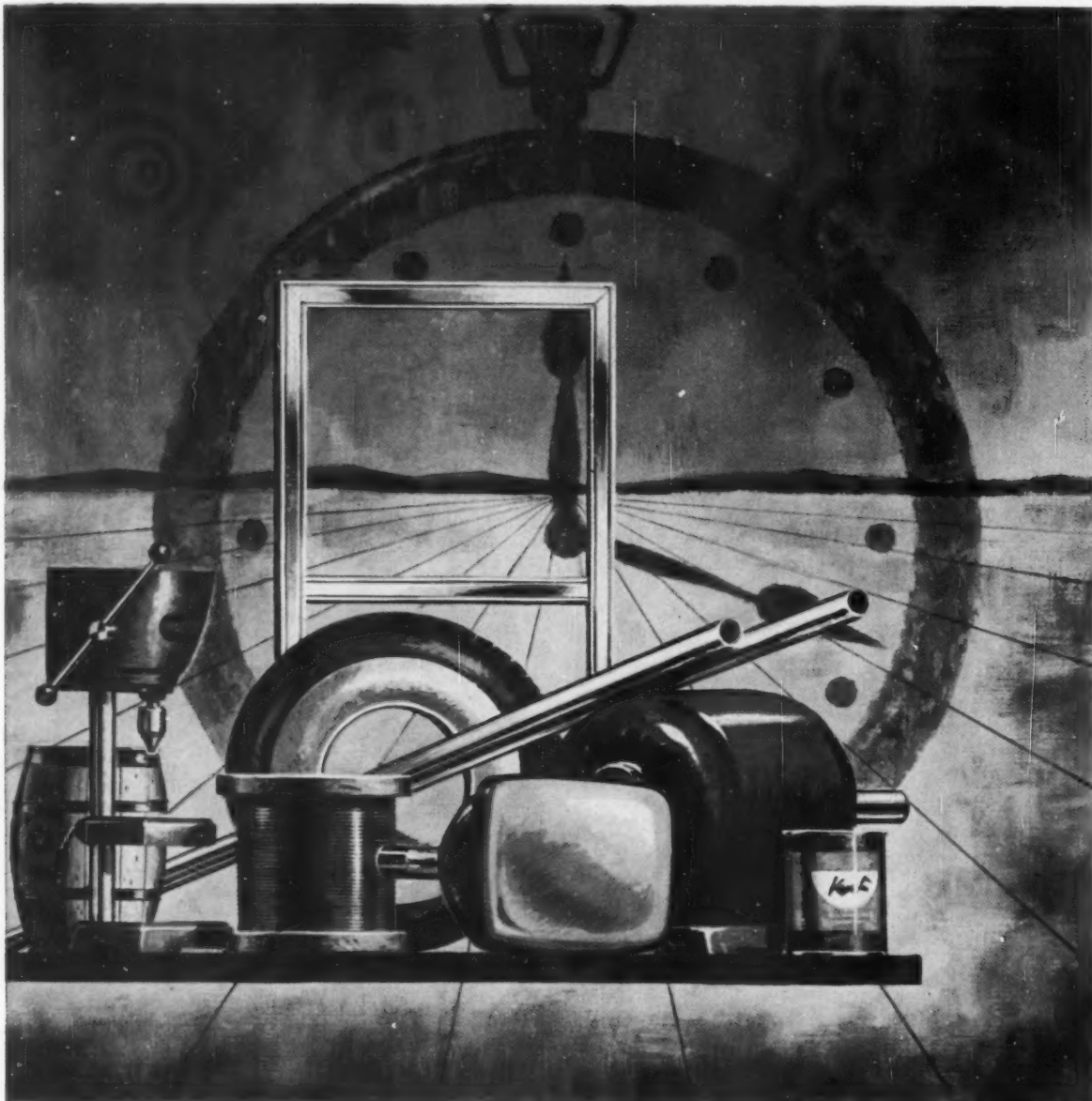
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WRITTEN FOR THE SHIPPER AND INDUSTRIAL TRAFFIC MANAGER



## 1960: WHAT'S AHEAD IN TRAFFIC & TRANSPORTATION

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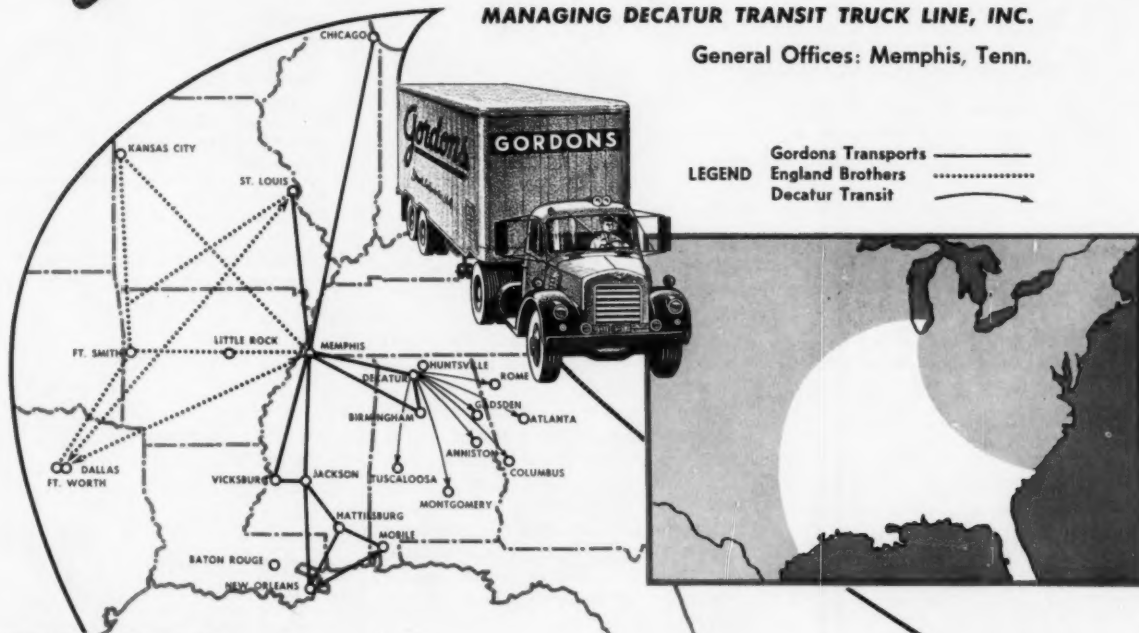
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# NEWS you can use

## punched cards, motor freight speed Caterpillar shipments

Servicing firms in the Far West, Alaska and Hawaii, Caterpillar Tractor's Denver parts department ships more than 1,000 orders—comprised of some 50,000 different replacement parts—a week.

A tough assignment? Not at the Caterpillar facility. Why? A paper-work-cutting, efficiency-building punched card order procedure, geared to speed orders to customers swiftly and smoothly.

The moment an order is teletyped, mailed or phoned to the parts department, the punched card system takes over. The order is processed automatically, forwarded to the shipping department, picked, assembled and shipped with lightning-like speed.

So efficient is Caterpillar's order processing setup that emergency shipments are picked, packed and dispatched only hours after they're received. Routine stock orders take a little longer. But they still go out to customers with amazing promptness.

While punched card order processing is the keystone of Caterpillar's



top-notch operation, one other factor contributes substantially to the ease with which the center meets its shipping deadlines. That factor? Caterpillar's heavy reliance on motor freight and its excellent facilities for shipping over-the-highway.

The center's truck docks are located along one side of the building. Up to 20 trailers may be accommodated—all under cover—at one time. Further expediting loading and unloading is the fact that each dock is equipped with a hydraulic elevator to facilitate the movement of mh components.

Result: high-speed loading and low handling costs.



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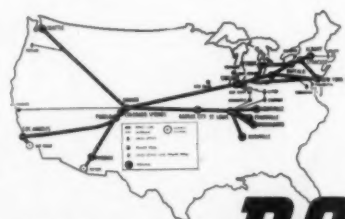
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THE ONLY DIRECT COAST-TO-COAST CARRIER

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January, 1960



## IN THIS ISSUE . . . .

### 1960: WHAT'S AHEAD IN TRAFFIC AND TRANSPORTATION

Coming up may well be one of the most exciting and productive years ever for traffic, transportation, packaging, marking, handling, and allied areas. With this in mind, Shipping Management-National Hi-Way Shipper has rounded up some of the nation's foremost experts in their fields to look ahead and select what they believe will be '60s most outstanding developments. You'll find their penetrating comments and predictions "must" reading.

### Containers expedite Fablock overseas shipment

### Padded bags slash Triplett's shipping damage to 1/10th of 1%

Problem: slashing damage to delicate, costly devices to the lowest level possible. The Triplett Electric Company's answer: sturdy, dependable padded shipping bags.

### Transportation profile: Robert Cutler

### The Interstate Highway Program: An up-to-the-minute report

What's the latest word on Uncle Sam's Interstate Highway program? How many miles of highway have already been built? What's scheduled for '60? And, most important, what will the completion of the mammoth road project mean to the nation's motor freight shippers and carriers?

### How Pandjiris protects in transit machinery with VCI paper

Target: in transit corrosion. The Pandjiris Weldment Company's solution: VCI paper. Result: the cross-country hauling and delivery of a massive piece of equipment safely, smoothly, and in perfect condition.

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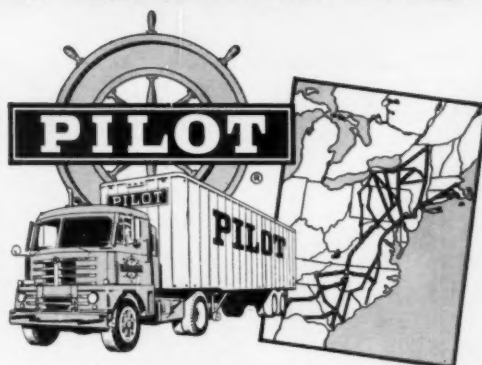
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January, 1960



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6

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Shipping Management — National Hi-Way Shipper

## air cargo carriers to slash trans-Pacific freight rates

Trans-Pacific sky freight rates are slated to take a nosedive! Effective this month, all carriers spanning the Pacific will trim their rates covering general shipments moving between the U. S. and the Orient drastically.

The reduction in bulk air freight rates stems from a decision reached by carriers during the recent meeting of the International Air Transport Association's Traffic Conference in Honolulu. It is expected to throw open the doors to a variety of key Asian markets for countless U. S. firms, who, until now, have been unable to use air cargo extensively.

Typical of the reduced rates that will be offered trans-Pacific air shippers are these, covering West Coast-Tokyo consignments:

Up to 45 kilos, \$4.82, a drop of 12.9%;  
45-250 kilos, \$3.61, a drop of 12.6%;  
250-500 kilos, \$2.86, a drop of 21%;  
500-2500 kilos, \$2.20, a drop of 39%;  
2,500-10,000 kilos, \$1.87, a drop of 48%;  
over 10,000 kilos, \$1.65, a drop of 54%.


## urethane foam KOs shipping damage at American Optical

Dependable protective packaging is of special importance to the Instrument Division of the American Optical Company. That's why the firm is utilizing urethane foam on an expanding scale in its packaging operations.

Manufacturing a variety of highly sensitive microscopes, phoropters, optical prisms and lenses, American Optical ships to customers around the world. Combatting in transit damage, consequently, is a matter of life and death. The slightest shock to a delicately balanced microscope, for example, can lead to the misalignment of precision adjustments—an extremely costly and time-consuming situation to correct.

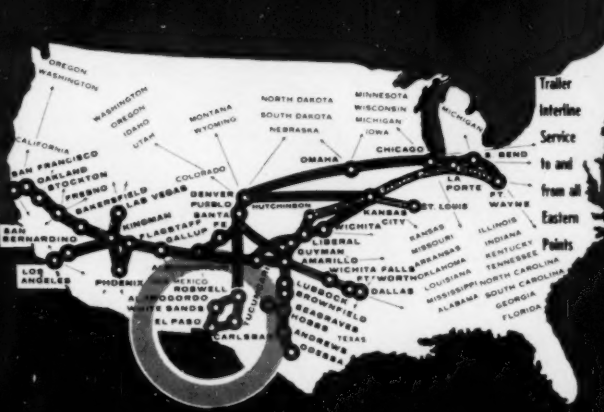
Fortunately, American Optical's products are well protected in transit. Packed securely in urethane foam, they are virtually immune to damaging jolts and jars and reach customers in A-1 condition.

In addition to effectively safeguarding outbound consignments, the packaging material is paying off handsomely in two other ways. First, since switching to urethane foam, American Optical has hacked about 30% off its packing costs. And second, the use of the material has enabled the concern to standardize its packaging components, thus increasing packaging efficiency substantially.




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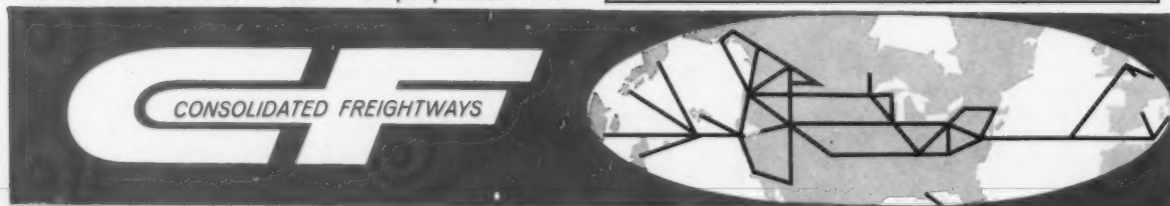
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# **1960: WHAT'S AHEAD IN TRAFFIC AND TRANSPORTATION**

## **STATEMENTS BY:**

**WELBY M. FRANTZ, PRES., AMERICAN TRUCKING ASSNS.  
C. W. ALEXANDER, PRES., TRUCK TRAILER MANUF. ASSN.  
SIR WILLIAM HILDRED, DIREC. GENERAL, INT. AIR TR.  
AUSTIN J. TOBIN, EXEC. DIR., PORT OF NY AUTHORITY  
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CONGRESSMAN O. HARRIS, INTERSTATE COMMERCE COMM.  
D. R. DOMINIE, TRAFFIC MANAGER, POLAROID CORP.**



## "The '60s could be the most dynamic decade in the history of the trucking industry."

### THE OUTLOOK FOR TRAFFIC AND TRANSPORTATION

● The outlook for traffic and transportation in '60 is bright — brighter, perhaps, than it has ever been before.

Traffic management, as a profession, should score new gains as industry becomes increasingly aware of the importance of efficient, dollar-saving distribution to its overall profit picture. The influence and the status of the TM in his company should rise correspondingly.

'60 should also be a slam-bang year for motor freight, air cargo, ocean shipping and inland waterway carriage. New equipment will enable highway, air and water carriers to speed the movement of merchandise from point to point; reduce in transit loss and damage; and boost their services. Improved loading and unloading techniques, meanwhile, will expedite the handling of cargo transported by these carriers.

Not to be outdone, industrial packaging likewise sees '60 as a great year

— one of still further progress in the development of more effective, less expensive, easier-to-handle containers. So does the gummed tape industry, the marking-for-shipping field, label manufacturers and related industries.

For an authoritative analysis of what's ahead in '60, *Shipping Management-National Hi-Way Shipper* has called on outstanding experts in their fields to peer into their "crystal balls" and report what they see. Here are their predictions.

### WHAT'S AHEAD FOR THE INDUSTRY

January has not only ushered in a new year, but has opened what could be the most dynamic decade in the history of the trucking industry.

The 1950s saw the trucking industry transformed into a mighty vehicle of commerce. We grew from 8 million to over 11 million trucks, hauling nearly double the number of ton-miles. This, I believe, is only a presage of what we can expect during the '60s.

Our industry has proven its ability to keep pace with the phenomenal economic growth which it helps to stimulate and, most important, to adapt itself to the changing patterns in transportation. These changes have given — and will continue to give — added importance to truck service. I am, of course, referring to the relocation of industry to suburban sites and the influence of the vast network of highways now being readied.

Another important change, pre-

dicted by past ATA presidents and coming more clearly into view each year, is a trend toward more cooperation among all modes of transportation. I believe that, in the not too distant future, trucks and the railroads will work much closer together to give the shipper a service tailored to his particular needs. Just as the railroads have, for many years, cooperated with other rail lines to handle freight to and from points beyond their own territory, a coordination of services between trucks and railroads is possible and highly practical.

This new cooperation will play a large part in providing service to meet the transportation demands of our growing population. It has been estimated that by 1975, there will be 226 million people in the U. S. It is hard to conceive of the amount of goods — food, clothing, tools and machinery for work and play — that this new population will need transported.

Business forecasts indicate that the

growth of business, and thereby the growth of the trucking industry, will step off at a lively pace in 1960. Business, influenced by the prolonged steel company difficulties, lagged somewhat in the closing months of '59. The early months of '60, however, should witness a business pickup, with a major upturn in the spring. This increase in industrial production will mean an increase in tonnage for the trucking industry.

Our success is not guaranteed, however. In addition to uncovering new economies, while at the same time offering better service, the trucking industry must remain alert to legislative and regulatory threats to its welfare. When Congress reconvenes this month, it again will consider proposals which could drastically affect our future. Most prominent among these is the railroads' attempt to gain the right to enter freely into our segment of transportation.

We also will be waiting for the court to hand down a ruling on the recent ICC decision granting freight forwarders the right to offer volume rates and putting them squarely in competition with motor carriers — a position clearly not intended under the Interstate Commerce Act.

With the trucking industry diligent on these fronts and aggressively seeking new and better ways to serve the traffic executive and shippers everywhere, I am confident we will set a pattern in 1960 which will carry us through the decade.



"The trucking industry will set a pattern in '60 which should carry it through the next decade."

## "There will be an even greater expansion of air cargo capacity in the near future."

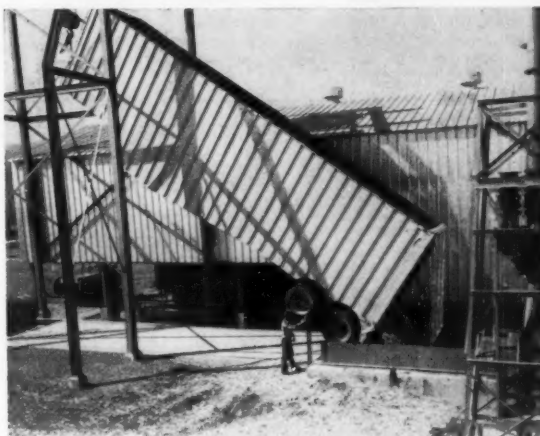
### WHAT'S AHEAD IN TRUCK

To meet the the needs of the burgeoning trucking field and the steadily expanding number of shippers transporting their merchandise over-the-highway, the truck-trailer manufacturing industry will produce an estimated 70,000 units in 1960.

We expect to see a continued growth in piggyback and, consequently, an increased demand for trailers from other modes of transport, as well as for-hire motor carriers who ship via TOFC.

It is interesting to note that piggyback loadings of trailers through October 10, 1959, reached 323,250, or 55% ahead of piggyback loadings for the same period of '58. Records of this type are being broken weekly. Indications are that they will continue to be broken in 1960.

"Truck-trailer manufacturers will produce an estimated 70,000 units during 1960."



The containerization program (detachable truck and trailer bodies), although expanding quite rapidly, is still in its infancy—especially when considered in the light of its probable potential. Approximately 6,000 units

should be produced in 1960. Quite a jump in production is expected when various problems—such as standardization of systems and sizes—are finalized.

That's the picture in '60.

### WHAT'S AHEAD IN AIR

There will be an even greater expansion of air cargo capacity in the immediate future. But our arrangements for making the most of it are not as advanced as they are in the passenger field.

Nevertheless, cargo space offered in both mixed and all-cargo aircraft will increase enormously over the next few years. Over the North Atlantic, it will be doubled. On other routes, while the increase may be less, it will be equally serious in portent.

Airline managements are confronted with a greater challenge for the next decade than any in the passenger field. In dealing with cargo as an industry, we must start much further behind the mark.

Cargo development must start inside the airlines . . . The keys to cargo expansion are attractive rate, bulk shipments, market research, education, sales promotion and the streamlining of all time factors involved in making a shipment.

Distribution costs include many factors beside the actual cost of transportation. They comprise money spent on marketing, advertising, warehousing, insurance, handling, taxes, packaging, interest and inventories. If we can cut down on any of these, we are offering the shipper and the consignee a better prospect of profit. If they base their choice on a complete investigation of total distribution costs, I have no doubt that there will be more air cargo moving, even at our present rates.

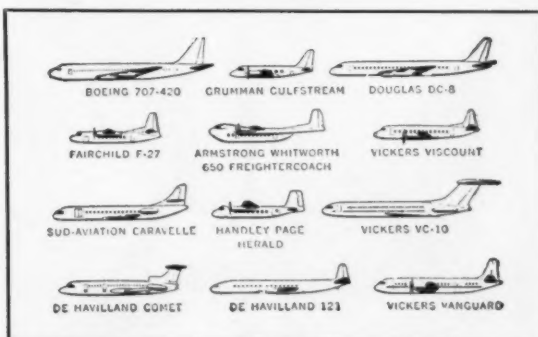
But we cannot wait for the world to educate itself to air cargo. We have

aircraft to fill now. It is therefore our responsibility as an industry to develop the facts to our own satisfaction and then to convince shippers, consignees, industrial management and the marketing trades that "time is money, and time saved is money made."

Finally, a word about clearance facilities. The customer, either shipper or consignee, is not really interested in the actual speed of the aircraft. What he cares about is the time it takes to have his goods delivered to their final destination.

It is useless to move goods several

"Jet aircraft will boost air traffic to new highs in 1960."





## "Marine transport faces an exciting and a dramatic future . . . a profound revolution."

thousands of miles in a matter of hours if customs clearance formalities take days. The majority of customs officials do their utmost to expedite clearance and delivery. But the laws

and procedures by which they must work are often a handicap to them as well as to carriers and shippers.

What's more, progress must also be

made in reducing the time it takes to load, unload and process air freight on the ground. The right target would be a cargo clearance of about two hours on a 24-hour basis.

### WHAT'S AHEAD IN MARINE TRANSPORT, TODAY

Containerizing cargoes on land and on water has brought about a need for port facilities radically different from the conventional piers found in our ports.

The basic requirements for containerized operations is land space — space to store empty containers, space to marshal loaded containers, space to hold containers for loading after discharge and space to maintain equipment. (For a closer look at containerization, see story on page 17.)

This requirement presages waterfront redevelopment programs in all ports designed to provide the modern cargo handling facilities and upland areas, which, in the past, were not as important to pier operations.

In the Port of New York, extraordinary steps have been taken to accommodate present and future container services by launching major marine construction programs in all areas of the port. For example, the Port Authority has embarked on a

major port development program in the Newark and Elizabeth (N. J.) areas of the port. Work has already been completed on providing a new deep-water channel creating new land area in Elizabeth and Newark which will provide, over the years, the means by which the Port of New York will keep pace with the revolution taking place in marine and land transportation.

The Port of New York Authority is pledging \$275,000,000 — the cost of its total present and proposed development in Port Newark and Port Elizabeth (N. J.) — as just part of its guarantee to shippers that the Port of New York will continue to serve the needs of commerce, no matter what technological changes come about.

The marine transportation industry faces a dramatic and exciting future. Like land transportation, it is undergoing a revolution that will have a profound effect on almost every phase of the ocean-shipping industry.

Any realistic assessment of the future must include an appraisal of revolutionary techniques and con-

cepts such as the containerization of cargo, the automation of break-bulk cargo and handling and movement of bulk commodities, such as oil and ore, in vessels even larger than today's trans-Atlantic superliners. Beyond these immediate horizons, we may also look to the development of hydrofoil vessels for the high-speed movement of cargo and the development of nuclear-powered general cargo vessels and oil-carrying submarines.

To the steamship companies, to shippers and to port operators, these future developments will be enormously significant. This revolution in the industry will involve radical changes in previous practices and techniques.

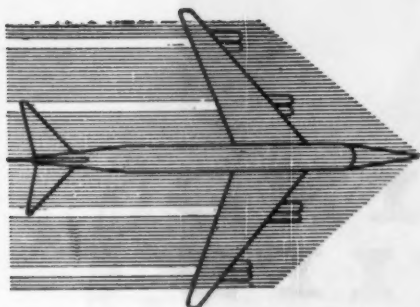
Among the developments affecting the future of marine transportation, perhaps the most immediate and potentially the most beneficial is the progress being made in the application of the containerization principle to the handling of general cargo. Although the concept underlying containerization is not a new one — having been experimented with and successfully utilized in a number of instances in past years, and also having been the subject of an extensive government survey in the 1930's, it is now sweeping the entire transportation industry and bringing with it an entirely new pattern of relationships and problems.

To the ship operator, it is bringing an entirely new type of ship, a need for closer coordination and partnership with land transportation, and an entirely new concept of operating economics. To ports everywhere, it is bringing new terminal requirements, manpower adjustments and regulatory revisions.

There is, undoubtedly, much to be accomplished and a great number of difficulties to overcome. But one thing is clear. Containerization and other related efforts in the field of cargo handling are definitely part of the

(Continued on page 22)





# AIR CARGO NEWS

Trans-Pacific sky freight rates will be hacked this month by Japan Air Lines, Pan American World Airways and Northwest Orient Airlines. For details, see news story on page 7 . . . Northwest Airlines is now operating direct cargo-passenger flights from Chicago to Atlanta . . . Another record shattered—this one covering a non-stop flight from Seattle to Paris. The new mark: 9 hours and 24 minutes (average speed: 558-miles-per-hour) for the 5,250-mile hop, set recently by an Air France Boeing 707.

Expanded air-motor freight cooperation may be in the offing as a result of recent talks between the Air Freight Sales Committee of the Air Traffic Conference—a division of the Air Transport Association—and the National Motor Freight Traffic Association. Purpose of the meetings? To expedite the hauling of merchandise moving part of the way via motor carrier and part via air cargo.

Basically, what the two groups are after is the establishment of a uniformity that will lease air-truck shipping. Their purpose is to cut air-truck shipping time by as much as 24 hours.

Also being considered: a uniform rules tariff; a uniform bill of lading; and a uniform system for transferring freight from trucks to cargoplanes and vice versa.

Delta Air Lines has petitioned the Civil Aeronautics Board for a new route between San Antonio and Denver. The carrier is also seeking the right to serve Austin, Fort Worth and Dallas . . . Eastern Air Lines has begun modifying two of its 1049H Constellations to all-cargo aircraft . . . Pan American World Airways has inaugurated jet service between New York, Puerto Rico, Jamaica and the Dominican Republic.

Sabena Belgian World Airlines has inaugurated a new weekly DC-6A airfreighter through flight from New York to Frankfurt, via Brussels. New York International Airport departure time: 10 PM.

Sabena is currently accepting about 22,000-pounds of cargo for the weekly service at its receiving station located at 227 Water Street (N. Y. C.) or at New York International.

National Airlines is now operating four Boeing 707 Jet cargo-and-passenger flights a day between New York and Miami. Total daily capacity: 24 tons . . . Trans World Airlines has been granted the right to serve St. Louis and Chicago, as consecutive points, on all cargo hops for a period of one year. Restrictions: the carrier cannot unload cargo at Chicago which was taken aboard at St. Louis and may not unload cargo at St. Louis emplaned at Chicago.

On tap: drastic reductions in air freight charges by the Scandinavian Airlines System of up to 80%. Effective date: April 1st.

Reports the airline, "The slash in rates will go into effect soon after SAS' introduction of DC-8 jets on its North Atlantic and Polar Routes. The big jets should give us 200% more skyfreighter capacity than we have with our present equipment."

Among the commodities to be covered by the carrier's rate reductions are artificial flowers, radio and TV sets, electrical appliances, precision instruments and machinery.

Japan Air Lines has announced the following schedule changes, effective through March 31st:

- Seattle-Tokyo flights, formerly set for Wednesdays and Thursdays, are now departing Tuesdays and Fridays at 11:00 PM.
- Departures from San Francisco (Tuesdays, Thursdays, Fridays and Sundays) are at 2 PM.
- DC-7C departures from Los Angeles (Mondays, Wednesdays and Saturdays) are at 1:40 PM.

Senator Monroney will place a bill before the next session of Congress calling on the Federal government to guarantee private loans made to airlines for the purchase of modern cargoplanes. The measure will be introduced as "speedily as possible," Shipping Management-National Highway Shipper has been informed.

As chairman of the Aviation Subcommittee of the Senate's Interstate and Foreign Commerce Committee, Senator Monroney has long decried what he terms "the virtually non-existent airlift of the United States."



Swissair has moved its Tariffs, Statistics, Communications and Accounting Departments in New York City to a combination hangar-administration building at New York International Airport. Address: Hangar 15 . . . Braniff International Airways has launched Boeing 707-227 service between Dallas-New York and Dallas-Chicago.

West Coast Airlines is now serving five new cities—Bellingham (Wash.), and Kalispell, Cut Bank, Shelby and Great Falls (Mont.) . . . Ordered by Swissair, seven Coronado jets; by Alitalia, four Caravelles . . . Two leading freight forwarders, Pacific Air Freight of Seattle and Ace Air Freight of New York, have filed a merger application with the Civil Aeronautics Board.

KLM Royal Dutch Airlines is celebrating its 40th birthday. Currently linking 105 cities in 74 countries, the carrier is now the second largest in the world. Freight hauled daily in 1919: 150 pounds. In 1959: a whopping 82 tons.

Pan American World Airways' twice-a-week all-cargo service between Shannon (Ire.) Airport and France is moving into high gear . . . United Air Lines is now utilizing DC-6Bs on all cargo-passenger flights linking Cleveland and New England.

Carrier code names throwing you for a loop? If so, you'll probably want to keep this chart handy, whenever you ship via air cargo.

**Domestic carrier codes:** AX—Aaxico; AL—Allegheny; AA—American; BN—Braniff; CA—Capital; CN—Central; CO—Continental; DL—Delta; EA—Eastern; FT—Flying Tigers; FL—Frontier; MO—Mohawk; NA—National; NE—Northeast; NW—Northwest; OZ—Ozark; PAA—Pan American; PANAGRA—Pan

American-Grace; RD—Riddle; SBW—Seaboard & Western; SI—Slick; SO—Southern; TW—Trans World; UA—United; WC—West Coast; WA—Western.

**Foreign carrier codes:** AERONAVES—Aeronautes de Mexico; AF—Air France; AII—Air India; AZ—Alitalia; BEA—British European; BOAC—British Overseas; CINTA—Cinta Chilean; CPA—Canadian Pacific; CUBANA—Cubana; El AL—El Al Israel; IB—Iberia; IAL—Icelandic; JAL—Japan; KLM—KLM Royal Dutch; LANICA—Lineas Aereas de Nicaragua.

LAV—Linea Aeropostal Venezolna; LH—Lufthansa; OA—Olympic; QEA—Qantas; REAL—Real; SAB—Sabena; SAS—Scandinavian; SR—Swissair; SUD—Aerovias Sud Americana; TCA—Trans Canada; TRC—Trans Caribbean.

For your address book: Japan Air Lines' U. S. GHQ is located at 240 Stockton Street, San Francisco. Cargo offices: Chicago, 60 East Monroe Street; New York, 620 Fifth Avenue; Los Angeles, 513 West 6th Street; Washington, 1000 Connecticut Avenue, NW; and San Francisco, 45 Grant Avenue.

Trans-Atlantic jet service, via Sabena Belgian World Airlines, gets underway next month. Points linked: New York and Brussels . . . Canadair's CL-44 turbo-prop swingtail airfreighter has been put through its paces for the first time. Findings? "Encouraging." . . . Having trouble converting pounds to kilograms? The rule: 2.205 pounds equal 1 kilogram.

For your address book: Riddle Airlines' GHQ is located at Miami's International Airport. The carrier maintains cargo offices in Atlanta; Chicago; Cleveland; Detroit; Fort Meyers; Los Angeles; Miami; New York; Orlando; Philadelphia; San Juan; Tampa; and West Palm Beach.



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**LIFE'S WONDERFUL** because we are privileged, as citizens, as neighbors and in our daily work, to contribute to a better Way of Life for all Americans.

**SPECTOR**

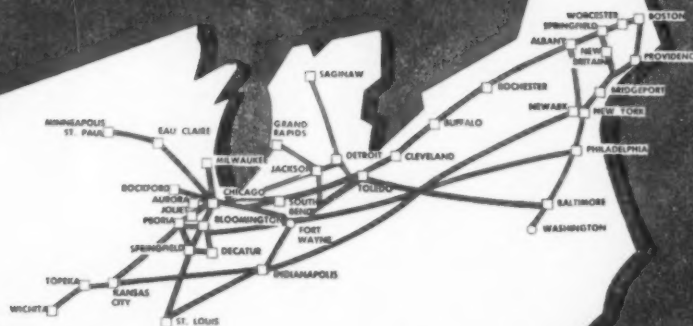
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CHECK NO. 29 ON HELP-O-GRAM CARD

# CONTAINERS EXPEDITE FABLOCK OVERSEAS SHIPMENT

## How containerized cargo is processed: an on-the-spot photographic report

● Ever wonder about the procedures involved in preparing and loading a containerized shipment aboard an outbound vessel?

To get a first hand, step-by-step picture of precisely how containerized merchandise is handled and stowed, *Shipping Management-National Hi-Way Shipper* recently dispatched staffer Steve Jacobson to a New York dock. Purpose? To follow a consignment, photographically, from the pier to the cargo hold.

The consignment, in this case, consisted of cloth web manufactured by Fablock Mills of Irvington, New Jersey. Destination? Germany.

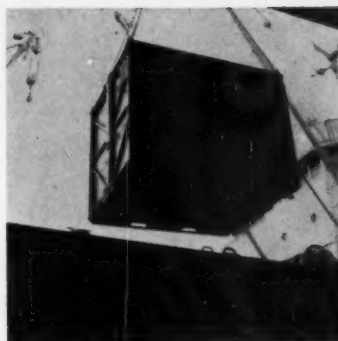
Transported to the dock via motor carrier, the outbound cloth web was unloaded and packed in a container for its overseas trip. (Container dimensions: 102" in length; 75" in width; 82.5" in height. Interior cubage: 295. Capacity: 9,000 pounds.)

When the container had been loaded, it was protected against pilferage with steel strapping. A company seal, designed to indicate whether the container had been opened at any time prior to its arrival in Europe, was then affixed.

Shortly before loading, the seal was double-checked again. And when the container reached the consignee in Germany, the seal was examined a third time, before the receiver formally accepted his order.

Now containerized, the cloth web was ready to go. It was carefully hoisted aboard the S. S. Traveler, deposited and sent on its way.

Here, through the dependable eye of the camera, is a complete review of the whole operation, from the dock to the cargo hold.



Top: cargo placed in container. Middle: mh unit speeds task. Bottom: loading complete.



Top: container is sealed. Middle: dock-to-ship operation. Bottom: container in hold.

## Padded bags slash Triplett Electric's shipping damage to 1/10th of 1%



● The Triplett Electrical Instrument Company has slashed damage to its in transit consignments to less than 1/10th of 1%. Amazing? Certainly. But what makes the Bluffton (Ohio) concern's achievement even more incredible is the fact that it produces and ships extremely delicate electrical measuring and testing devices.

What's Triplett's secret? How has the firm managed to provide its volt-ohm-milliammeters with virtually 100% protection from damaging shipping jolts and jars? The answer lies in its use of easy-to-handle, highly dependable padded shipping bags.

Under its former setup, Triplett faced some rugged problems in delivering its products safely to its customers around the globe. Volt-ohm-milliammeters were first packed in costly shelf containers. These were next overwrapped with single-faced corrugated. They were then cushioned

with two inches of shredded paper and placed in corrugated cartons.

Result? Tremendously high packaging material costs; skyrocketing labor expenditures; and a far from satisfactory damage rate.

Today, however, Triplett has streamlined its packaging procedures completely. And the results show it!

Outbound volt-ohm-milliammeters are now placed in padded shipping bags. They are then packed securely in corrugated inserts and put into outside corrugated containers.

### result: a compact package

That's all there is to it. But what Triplett gets is a neat, compact package, which has not only cut its packaging material and labor costs but has met its damage prevention requirements perfectly.

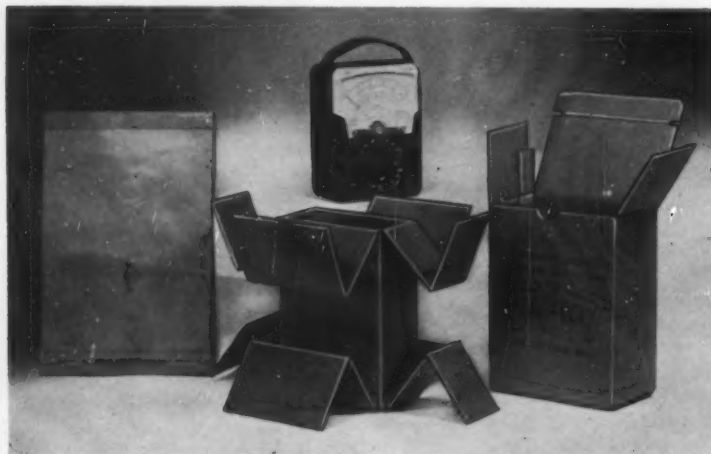
The container in which Triplett

volt-ohm-milliammeters now travel, moreover, is only a third as large as its predecessor. Meaning to Triplett: easier handling and sharply reduced shipping costs. Meaning to its far-flung distributors: a substantial cut-back in the storage space they need to set aside for inbound Triplett consignments.

The Tandy Leather Company is another firm utilizing padded shipping bags to excellent advantage. Tandy produces Western do-it-yourself kits. It supplies homecrafters all over the nation with the materials, accessories, trimmings and tools they need to pound out or assemble a variety of distinctive belts, buckles, billfolds and other leathercraft items.

Shipping via parcel post, the Fort Worth concern relies extensively on padded bags to get its kits to its customers. Kit components are placed directly into these bags; the bags are stapled; labels and postage are affixed; and Tandy's shipments are on their way, quickly, efficiently and economically.

Triplett's answer to in transit damage is a padded shipping bag, packed securely in a corrugated insert and placed in an outside corrugated carton.



### painted handles ease office rubber stamp identification

Examining a whole host of rubber stamps, before coming up with the correct one, can be a real office time-waster. This is especially true in a busy traffic department, where there may be dozens of different stamps to wade through.

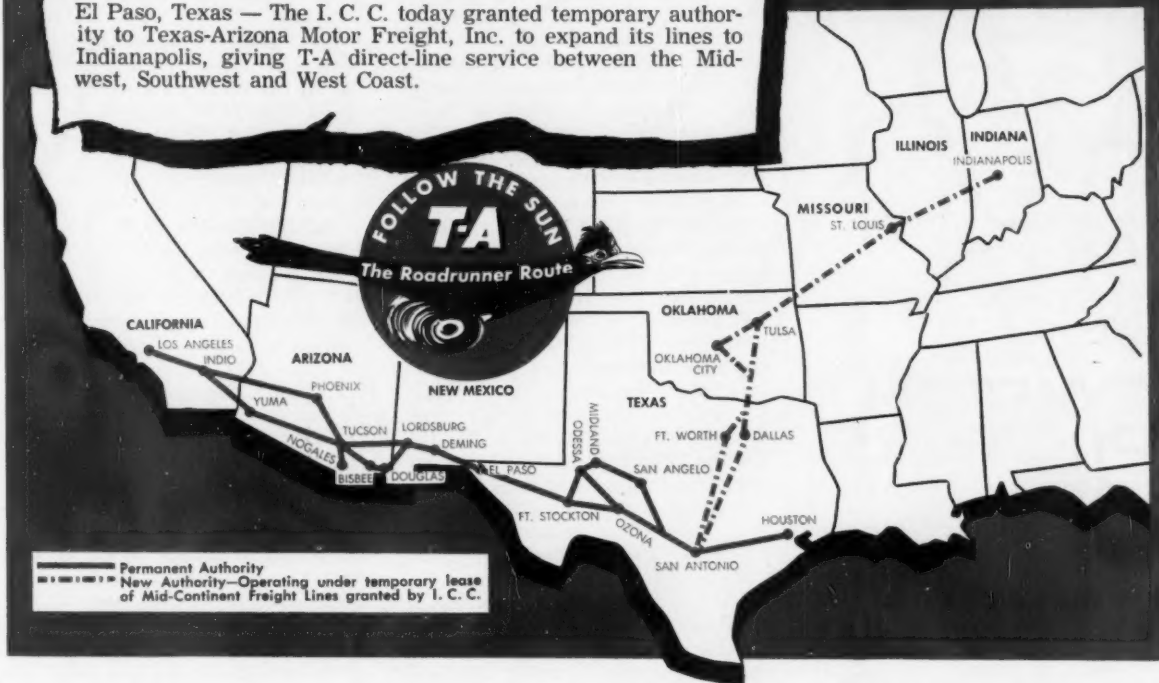
Faced with this problem, however, Martindale-Hubbell has evolved a unique procedure, which enables its office personnel to find the stamps they need in a hurry. The Summit (N. J.) firm's idea? To paint the handle of every stamp a different color—the color, of course, identifying a specific stamp.



# T-A MOTOR FREIGHT EXPANDS AND NOW OFFERS DIRECT SERVICE TO MIDWEST

## Direct Service Daily Between West Coast, Southwest and Midwest

El Paso, Texas — The I. C. C. today granted temporary authority to Texas-Arizona Motor Freight, Inc. to expand its lines to Indianapolis, giving T-A direct-line service between the Midwest, Southwest and West Coast.



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This means *dependable delivery schedules* winter and summer.

Take a tip from Sunny Roadrunner, the desert's most experienced traveler, your symbol of FAST, CONSISTENT service on all volume and LTL shipments. Follow the sun. Ship the Roadrunner Route. Ship T-A all the way.

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General offices: El Paso, Texas

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January, 1960



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**Johnson Motor Lines, Inc.**  
**Atlantic States Motor Lines, Inc.**



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## INTIMATE

# notes

## OF EMINENT PEOPLE

By CURTIS C. STEWART

1960 marks the 25th anniversary of federal regulation of the motor carrier industry and it will also be the most prosperous year for the carriers, which means good business for everyone... and now for a look at Cleveland where Black is White and White is Black... **BLACK (ROBERT F.)** celebrates his 25th anniversary as chief executive officer of the **WHITE MOTOR COMPANY**... **STUBER (L. R.)** elevated to district sales manager, **STAUFFER CHEMICAL COMPANY**, hdq. New York City... **ST. JEOR (C. E. "Pinkey")**, **INTERSTATE MOTOR LINES**' sales exec., completes successful two weeks' look-see Tokyo, Yokohama, Hong Kong, etc.... The **ULTIMATE** in payload capacity is **TRAILMOBILE**, but the **ULTIMATE** in shipper-motor carrier news is in this publication. Keep your eye on us in '60... **WRIGHT (E. W.)** elevated to general manager Common Carrier Division, **RYDER SYSTEM, INC.**, hdq. Miami... **NISSIN TRANSPORTATION AND WAREHOUSING, CO., LTD.**, hdq. Yokohama, have been appointed exclusive agents in Japan for **TRANSCON LINES**, hdq. Los Angeles... **OTT (WM. H.)**, general traffic manager, **KRAFT FOODS**, picks up prexyship National Industrial Traffic League... **POHLMAN (W. C.)** appointed terminal manager, **HINCHCLIFF MOTOR SERVICE**, hdq. Cincinnati... **DICK (HORTON)** appointed special assistant to the board chairman, **HIGHWAY TRAILER COMPANY**, hdq. New York... **ALBUS (RICHARD)** joins sales staff **MIDDLEWEST FREIGHTWAYS, INC.**, hdq. Kansas City... **PARKER (ROY)** joins sales staff **KRAEMER FREIGHT LINES**, hdq. Pontiac, Michigan... **FRANTZ (WELBY)**, A.T.A. prexy and executive V.P., **EASTERN EXPRESS**, may be 138 years old by the I.B.M. machine, but he is less than 38 in his daily activities... **MURPHY (MIKE)**, **GATEWAY V.P.**, picks up vice chairmanship, Regular Common Carrier Conference... **WEBBER (FRANK)** appointed off-line sales exec., **TRANSCON LINES**, hdq. New York...

**MULCAHEY (JAMES)** joins staff staff **HOOVER MOTOR EXPRESS**, hdq. Chicago... **KLASKIN (MIKE)** appointed district sales manager, **CHICAGO EXPRESS**, hdq. Chicago... **COLLINS (TOM)** appointed vice president-sales, **SERVICE LINES, INC.**, hdq. St. Louis... **FITZPATRICK (PAUL E.)** joins sales staff **EASTERN EXPRESS**, hdq. Boston... **KERSBERGEN (ROY)**, **WATSON BROS. V.P.**, sales, leaves that Omaha hospital following severe attack **COCCYGODNIA**... **BOCHSTALLER (WALTER)** hardly needs an introduction here or elsewhere, passes his 70th milestone in retirement at R.F.D. #2, Greenville, New York. He still wears "spats" from Labor Day to Easter... **MC CARTHY (DAN)** appointed general manager-operations, **TRANS-OCEAN AIRLINES**... **DUSTO (J. L.)** appointed traffic manager, **CONSOLIDATED PAPER, LTD.**, hdq. Montreal... **MC HUGH (M. D.)** appointed assistant general traffic manager, **PURE OIL COMPANY**, hdq. Chicago... **JOHNSON (H. L.)** elevated to vice presidency-operations, **EAST TEXAS MOTOR FREIGHT**, hdq. Dallas... **KASMAIER (JOHN W.)** elevated to district supervisor, **INTERSTATE MOTOR FREIGHT SYSTEM**, hdq. Detroit... **SENGHAS (EDWIN A.)** appointed general traffic manager, **NATIONAL BISCUIT COMPANY**, hdq. New York... **CARR (HAROLD A.)** appointed general traffic manager, **RAYTHEON COMPANY**, hdq. Waltham, Massachusetts... **LYNCH (FRANK J.)** appointed assistant traffic manager, E. I. du PONT de NEMOURS & COMPANY, hdq. Wilmington... **GROESBECK (J. A.)** has been named traffic manager, **INTERNATIONAL MILLING COMPANY**, hdq. Cleveland... **VAN CLEAVE (MARVIN W.)** elevated to district director, **EYESEESEE Bureau Motor Carriers**, hdq. San Francisco... and now, not only our Best Wishes, but a pledge of cooperation to the **NATIONAL ASSOCIATION OF SHIPPER-MOTOR CARRIER CONFERENCES**.



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CHECK NO. 11 ON HELP-O-GRAM CARD

January, 1960

## "Inland water carriers . . . see an increase in traffic - after a two-year decline - in '60."

(Continued from page 12)

scheme for the future in marine transportation.

The impact of containerization in the marine industry has been felt first in the domestic trades. It has resulted in a modest revival of the coastwise trade.

There would be no ocean service between the Atlantic and Gulf Coasts today if it were not for the contain-

erization operation of the Pan-Atlantic and Seatrain Lines. A continuing growth of coastwise service is essential to the nation's economy. New concepts in the handling of containerized cargoes are expected to provide the stimulus for such growth.

The containerization idea is also being applied to the foreign trade routes by many companies. While the

possibility of full containerization of the foreign routes is much more remote, because of complicating factors such as international boundaries, customs regulations, varying standards and the like, it can be safely said that the volume of containerized cargo will steadily increase in the foreign routes and will eventually represent a significant portion of this traffic.

### WHAT'S AHEAD ON WATERWAYS, CONT.

The inland water carrier industry is looking with cautious optimism toward prospects of an increase in traffic during 1960, after a decline in volume for the last two years.

The 1958 decline came about as a part of the general business recession. The 1959 steel strike and labor difficulty within the barge and towing vessel industry itself held traffic down last year.

However, there are hopeful signs of an upturn in commerce on the nation's 29,000 miles of inland waterways in 1960. Some of the major commodities expected to be handled by barges and other shallow-draft vessels in increasing amounts next year are petroleum and petroleum

products; coal; construction and building materials, such as cement, sand, gravel, crushed rock and lumber; chemicals; grain and other agricultural products; and a variety of paper products.

One clear indication that points to economic expansion within the shallow-draft water carrier industry is the fact that many of the industries located on navigable rivers and canals have been constructing a record number of barge-loading and unloading facilities. This is an unmistakable indication that the production industries which have located on inland water-side sites are planning to increase their use of shallow-draft transportation in the coming years.

Owners and operators of inland waterways fleets, anticipating a period of growth in the coming year, are constantly replacing old vessels with

new models which are most efficient.

In modern times, there has never been a period of sustained prosperity in this country that the shallow-draft water carrier industry has not expanded its volume of operations to serve the general economic growth. If the expected economic upsurge materializes in 1960, then the nation's shallow-draft water carriers will expand their capacity to provide the necessary additional low-cost transportation.

### WHAT'S AHEAD IN U.S. PACKAGING

Fibre shipping containers are being employed to package a widening variety of items, ranging from very light and very fragile to extremely heavy articles.

This trend should continue in '60. The utilization of solid fibre and corrugated cartons will continue to soar.

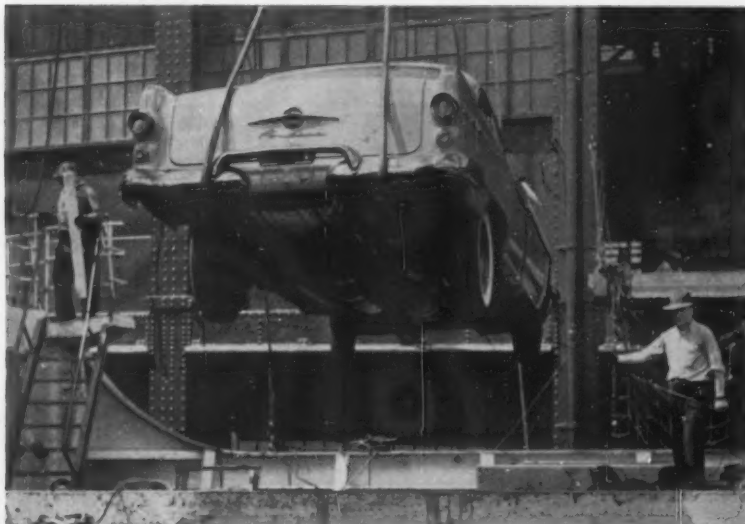
Recent studies show a very bright future for the field, with estimated demand in '60 rising to more than 113 billion square feet—a 5% increase over last year's total.

Looking further ahead, the picture remains one of increases. The demand forecast for '65 is for shipments of over 138 billion square feet and by '70 it becomes almost 172 billion square feet. For the year 1975, the demand is forecast to be about 215 billion square feet, almost double the '59 figure.

In 1960, the trend toward stronger, more scientifically-designed protective packaging—so evident in '59—will continue.

Packaging manufacturers will produce half-a-billion units, worth over \$18½ billion.

"There are hopeful signs of an upturn in commerce on the nation's 29,000 miles of inland waterways in 1960 . . . Carriers will expand their capacity."





## 1960: WHAT'S AHEAD FOR THE TRUCKING INDUSTRY

The main transport trends in '60 . . . will be directed toward the highly important objectives of more efficient and more economical transport for the nation's commerce.

The transport scene is set for material and substantial gains in these areas, with corresponding improvements in the financial position of all modes of public carriage. These trends and resulting benefits, it should be emphasized, are necessary and desirable in the *public interest* as the term is defined in the Interstate Commerce Act, especially the declaration of national policy at the beginning of the Act.

Any realistic transport assessment for '60, of course, must be conditioned



upon managers and labor in steel adjusting their differences before the January 26th deadline. In the absence of roadblocks from work stoppages . . . 1960 could well be one of our

best non-war years for transportation.

This, of course, means a bigger job for all segments of public transportation—a job calling for balanced teamwork, within and between the different modes of transport, without which we cannot have the best nor even adequate transportation. As I have said, the trend is toward more efficient and more economical transport services, and teamwork is the principal ingredient for such achievements.

Among other transport activities holding promise of substantial improvements in '60 are experiments in containerization; technological advances in operating and maintenance facilities; mergers; consolidations; joint use of facilities; greater standardization of equipment.

## 1960: WHAT'S AHEAD FOR THE TRUCKING INDUSTRY

In the regulatory area, I believe that the events of the last two years have paved the way for certain clear developments in '60.

One of the events of importance to regulated carriers was the provision in the Transportation Act of 1958 limiting the exemption for the transportation of non-manufactured agricultural commodities.

In particular, Congress returned to full regulation the transportation of frozen fruits; berries and vegetables; coffee, tea and cocoa beans; and bananas, hemp and imported wool.

All of this traffic should now be transported by carriers holding certificates and permits and by "grand-

father" carriers who have filed applications to continue such transportation of those commodities as they were performing when the exemption was removed.

These latter carriers must publish rates and otherwise meet the regulatory requirements. I believe that in '60 we'll see more and more of this traffic returning to the established carriers, both because they'll be in a better competitive position and because, if the 1935 history has been repeated, many of the "grandfather" carriers have applied for broader rights than their actual bona fide operations on the "grandfather" date will support.

Commission decisions on these applications are now being made.

Another field in which the past gives notices of things to come is in the area of enforcement against il-

legal for-hire operations under various disguises. The Commission's field staff will continue its investigatory activity in this area—at least at the level it has followed in the recent past.

The accumulation of decisions defining what is proper, both in the area of leasing vehicles to shippers and in the area of transportation in connection with primary business activities, furnishes our enforcement people with a much more accurate yardstick against which to measure new operations which come to light.

Also, the aroused interest of industry—which has come to recognize the threat of this grey area operations—and of Congress, which has been called upon to legislate against their economic impact, should also contribute to better enforcement.

## 1960: WHAT'S AHEAD FOR THE TRUCKING INDUSTRY

1960 promises to be a mighty busy year for the traffic executive. To begin with, once the steel strike ends, business activity will zoom. Long delayed purchases will be made. Goods, undelivered because of the tieup, will finally be produced and shipped. And seeing to it that they get to their destination speedily, smoothly and efficiently will be the TM and his staff.

In addition to the steel-inspired spurt in his activities, the TM will be called upon to assume more and more responsibilities in '60, as the real worth of his efforts become increasingly evident to management. The scope of the traffic department's ac-

tivities has been expanding for years. '60 should see TMs at a growing number of firms taking on jobs never before assigned to them.

Beside these developments in traffic, '60 should witness:

- 1) An intensification of the TM's drive for status and recognition in his company's chain-of-command.
- 2) Closer ties between the nation's TMs and a substantial rise in the membership of traffic organizations, as TMs seek to share their achievements and solve their problems by profiting from the experiences of others.
- 3) A mounting demand on the part of TMs for greater progress in various areas of transportation, such as piggyback, fishyback and containerization. Traffic executives will also demonstrate a growing willingness to "get out and campaign" for outstanding transport methods and procedures.

## 1960: WHAT'S AHEAD FOR THE TRUCKING INDUSTRY

A number of meetings, of vital importance to industrial distribution, are slated for 1960. Why not plan to broaden your professional horizons by attending those that interest you most?

For your convenience, here is a complete roster of '60's most outstanding conclaves:

January 24—Truck Trailer Manufacturers Association, Annual Meeting, Coronado, California.

January 26—Transportation Association of America, Annual Meeting, New York, New York.

February 2—American Merchant Marine Institute, Annual Meeting, New York City.

February 7—National Wooden Pallet Manufacturers Association, Semi-Annual Meeting, Hollywood, Florida.

February 8—ATA's RCCC, Winter Meeting, Miami Beach, Florida.

February 18—National Wooden Box Association, Annual Meeting, Boca Raton, Florida.

March 2—Can Manufacturers Institute, Annual Meeting, New York City.

March 29—Export Managers Club of New York, Annual Meeting, New York City.

April 4—National Packaging Exposition, Atlantic City, New Jersey.

April 26—Fibre Box Association, Spring Meeting, Chicago.

April 27—National Paper Box Manufacturers Association, Annual Meeting, New Orleans.

May 1—Chamber of Commerce of the United States, Annual Meeting, Washington.

May 1—ATA Operations Council, Annual Meeting and Trade Show, Houston, Texas.

May 2—Airline Ground Transportation Association, Annual Meeting, Los Angeles.

May 10—Chainstore Traffic League, Annual Meeting, St. Louis.

May 10—National Highway Users Conference, Biennial Meeting, Washington.

May 10—ATA's RCCC, Spring Meeting, Washington.

June 6—The Material Handling Institute, New England Show, Boston.

June 8—The Wirebound Box Manufacturers Association, Annual Meeting, city undetermined.

September 12—International Air Transport Association, Annual meeting, Copenhagen, Denmark.

October 9—ATA, National Truck Rodeo, New York City.

October 10—Fibre Box Association, Annual Meeting, New York City.

October 13—ATA's Regular Common Carrier Conference, Annual Meeting, New York City.

October 16—American Trucking Association's Annual Meeting, New York City.

October 16—Pressure Sensitive Tape Council, Annual Meeting, city undetermined.

October 31—Packaging Institute, Annual Meeting, New York City.

November 17—National Industrial Traffic League, Annual Meeting, New York City.

November 20—National Defense Transportation Association, Annual Meeting, New Orleans.

December 7—Material Handling Institute Meeting, New York City.



#### WHAT'S AHEAD IN MARKING DEVICES: T. H. BRINKMANN

1960 should be a productive and profitable year for the marking industry.

We anticipate that various porous stamps will be marketed with increasing energy. We would not be surprised to witness the introduction of new varieties of such stamps during '60. Although it seems doubtful that porous stamps will make great inroads in the rubber stamp market in

the near future, they constitute a development we should be careful to identify with our industry.

We, in the marking industry, must continue to offer fast, quality service in order to enhance our reputations as marking engineers. Competition from other industries and other countries makes it essential that the marking industry offer the complete, tailored marking service. We must maintain and strengthen our identification through the scope and quality of the services we offer.

#### WHAT'S AHEAD IN THE SCALE FIELD: SANDERS

With spiraling shipping costs, as well as higher operating expenses, 1960 will undoubtedly see a premium put on efficiency and economy.

This certainly applies to the field of weighing, a subject of vital dollars-and-cents importance to the shipper. The 17% increase in parcel post rates on February 1st is indicative of the trend and the importance of holding down shipping charges through accurate weights.

A closely related development of great importance to shippers of pre-packaged commodities sold in commerce is that weights and measures officials all over the country have indicated that enforcement of the provisions of the full net weight laws will undoubtedly be much more strenuous in relation to "prepackaged" products than has been the case heretofore.

In addition, with the current accent on eliminating wasteful costs and practices, 1960 will see a thorough review of shipping charge practices, on the part of both shippers and

carriers. This means a complete check on previously determined gross weights of shipping packages. And it also means having a thorough look at all scales used in this service because there is no point to checking on shipping weights unless the scales used are known to be accurate and reliable.



An important note to those who ship via the highways is that enforcement of load limits on motor truck scales seems destined to become

more strenuous than ever . . . Thus, it becomes ever more important to keep a close check on total loads and on the individual axle loads.

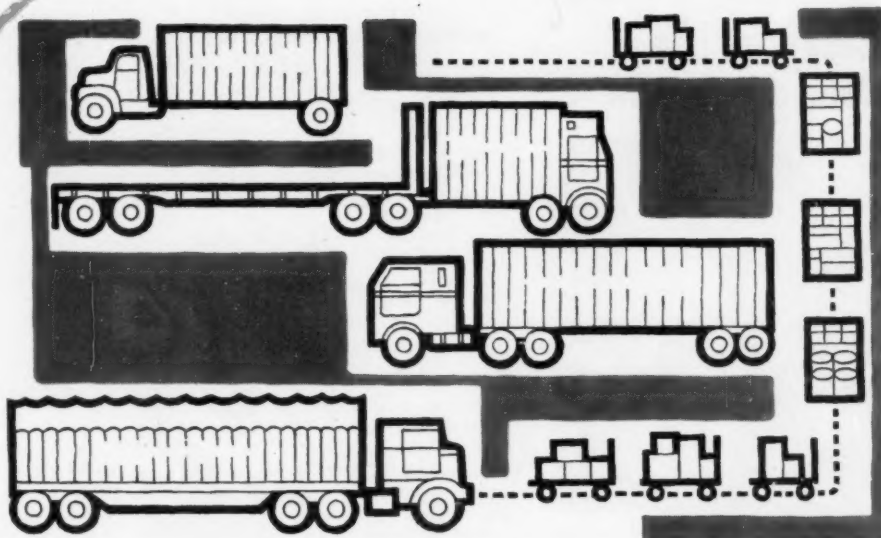
(Continued on page 45)

A carrier has not earned the freight charges whenever a shipment is not delivered or must be returned to the carrier for salvage. Freight charges are part of the destination value and may be included in the claim if they have been paid.

When a carrier is unquestionably liable for loss or damage it would be unreasonable to assume they could write a blank check on every claim. There must be certain limits of recovery to preserve the general transportation economy and the uniform treatment of all.

The McCaull-Dinsmore Case (253 US 97, 40 S Ct 504) and Crail Case (281 US 50 S Ct 180) established the limits of recovery under the ordinary bill of lading as the destination value of the goods lost or damaged.

Stay Ahead—Always Ship... **RINGSBY ROCKET**



## THE MODERN WAY...

The most modern line-haul equipment on wheels travels over the 9000-mile Ringsby System. New, custom-designed 40-foot high-cube vans... versatile open top and flat bed trailers... non-stop sleeper tractors assure the fastest transportation for your freight. Shipments flow smoothly at both ends of the haul with Ringsby. Pickup and delivery is speeded by two-way radio—terminal freight handling is streamlined with automatic Towveyor equipment. Ship **RINGSBY ROCKET**... your freight moves constantly, quickly, safely, economically—the modern way!



# RINGSBY

**TRUCK LINES, INC.**

GENERAL OFFICES DENVER, COLO.

LINE OF THE ROCKETS

CHECK NO. 12 ON HELP-O-GRAM CARD

January, 1960

### MAJOR TERMINALS

Chicago	Ludlow 5-7300
St. Louis	Central 1-3751
Kansas City	Humboldt 3-9350
Cheyenne	2-9321
Denver	ACome 2-5761
Salt Lake City	Hunter 4-4481
Las Vegas	Dudley 2-4730
San Francisco	EXbrook 2-1055
Oakland	Olympic 4-1274
Los Angeles	ANGles 2-3192



**"Sell with virtually  
no inventory,  
no warehouse?"**

**Easy—we use  
Delta Air Freight"**



Georgia Business Machine Co. (Office machines) sells from sample demonstrators, calls orders in to New York, provides next day delivery to customers—with Delta Air Freight.

"This is a streamlined operation," says H. A. Fleming, President, "where costs must be kept to an absolute minimum. We have eliminated warehouses and have virtually no capital tied up in stock. We provide customers with as fast if not faster delivery than if we trucked from warehouses. Delta Air Freight is a major reason for our success."

## Profit from Delta's BIG PLUS



Delta operates all-cargo flights and in addition carries freight on every passenger flight, including Jets. All-cargo flights serve Atlanta • Chicago • Cincinnati • Charlotte • Dallas • Houston • Miami • New York • New Orleans • Orlando • Philadelphia • Tampa



GENERAL OFFICES: ATLANTA AIRPORT, ATLANTA, GA.  
CHECK NO. 13 ON HELP-O-GRAM CARD

## NEW products

JANUARY, 1960

### padded shipping bag

Incorporating a tear-tape opener—the first general use stock packaging material ever to be endowed with a built-in opening device—Jiffy Manufacturing's padded shipping bag has been completely redesigned and streamlined.

In addition to the ease with which the advanced bag may now be packed and unpacked, it features three other innovations:

1) The bag outer liner is made of a golden—rather than a brown—Clupak kraft paper. Basis weight: 70 pounds. This represents a first usage of colored extensible kraft paper.

2) The bag's seam has been repositioned. Result? The printing area has been expanded. The back of the bag, as well as the front, is now available for special imprints or instructions.

3) The padded shipping bag's seam is secured by a newly developed water-proof adhesive.

According to the manufacturer, the new and improved bags will become generally available as the old stock is exhausted. There will be no increase in prices, despite the addition of the tear-



tape opening device, the golden Clupak and the new bag construction.

(For a closer look at how firm's around the nation are currently using Jiffy bags, see story on page 16.)

**(Check 72 on Help-O-Gram)**

### hand truck

Designed for easy handling and maneuverability, an improved lightweight hand truck is now available from the Fairbanks Company.

Named the *Mitey Mite*, the truck is said to be tailor-made to efficient box, barrel, bag, case, carton and keg handling. Outstanding features: an all-steel, welded construction; curved cross-bars, facilitating the handling of round, as well as square, objects, a full-sized handle; and a solid nose plate, welded to the back of the trucks legs for added strength.

**(Check 73 on Help-O-Gram)**



### automated stencil unit

Breathtaking in concept and design, an automated stencil machine—capable of cutting shipping stencils without an operator!—has been unveiled by the Marsh Stencil Machine Company.

Incorporating the very latest automatic office data processing techniques, the device is directed by a punched tape. Briefly, here's how it works:

While preparing an order copy, a special typewriter also cuts a punched tape. Each hole or combination of holes

on the tape represents a coded letter, numeral or space.

A *Reader* on the Marsh component then checks the various hole combinations and presents this data to a *Translator*. The *Translator*, in turn, signals the stencil machine to seek out and cut selected characters.

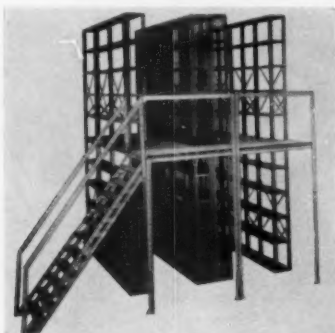
When a line has been completed, the stencil machine contacts the *Reader* and informs it that it is ready to cut a new line. The *Reader* swings into action and the sequence described previously is repeated.



According to Marsh, the system is adaptable for various size stencil machines— $\frac{1}{8}$ ",  $\frac{1}{4}$ ",  $\frac{3}{8}$ ", and 1". It will be available from the company "as soon as the market reveals adequate demand."  
(Check 74 on Help-O-Gram)

### storage equipment

How would you like to boost your available storage space by up to 100%—without adding to the amount of floor space you now devote to storage?



It's possible, says Equipto. According to the company, you can extend your present shelving arrangement from floor-to-ceiling by utilizing its floor grating system and inexpensive non-skid steel catwalks, installed with an access stairway.

The modular design of the materials comprising the Equipto system reportedly permits the custom-fitting of any installation.

(Check 75 on Help-O-Gram)

### handprinter

Want to update your carton addressing procedures? Then a new and improved handprinter, developed by Weber Marking Systems, Incorporated, may be just what you need.



Incorporating a high impact plastic handle to increase shock resistance, the device is designed for use with a stencil in multiple carton addressing; multiple carton marking of product and content identification; multiple label and tag marking or addressing; and reproducing data on forms and envelopes.

It prints on smooth or rough, flat or curved cardboard, paper and wood surfaces. Printing surface sizes: from  $\frac{1}{8}$ "  $\times$  2 $\frac{1}{2}$ " to 3"  $\times$  7".

(Check 76 on Help-O-Gram)

### heavy-duty floor finish

Difficulty: keeping shipping, receiving and warehousing area floors from cracking and chipping under heavy traffic. Multi-Clean Products' answer: a new heavy-duty floor finish.

Dubbed *Tuff-Dri*, the solution is derived from phenolic resins and tung oil. It is said to penetrate and seal floor

sub-surfaces and to build up a tough, resilient, long-wearing and slip-resistant finish.

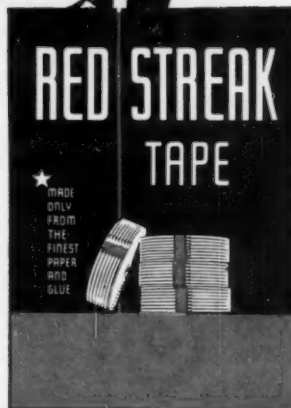
(Check 77 on Help-O-Gram)

When a consignee refuses a shipment through no fault of the carrier and the shipment is returned, being lost or damaged on the way back, the carrier is entitled to the original freight and it cannot be refunded.

On the other hand, if it becomes necessary to ship merchandise elsewhere, or return it to the original manufacturer for repairs, these freight charges can be collected.



Those Brown-Bridge GUMMING SPECIALISTS know the "ins and outs"—of making the finest gummed tapes that **really** seal out dust, dirt and moisture. Ask 'em to prove it. Sudden service and technical help are yours for the asking. Write or phone:



### THE BROWN-BRIDGE MILLS, INC., Troy, Ohio

New York, 6 E. 45th St. • Philadelphia, 215 Ford Road, Bala-Cynwyd, Pa. • Chicago, 608 S. Dearborn • St. Louis, 4378 Lindell Blvd. • Ft. Worth, 2416 Cullen St. • San Francisco, 420 Market St.

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from  
**CENTRAL**  
CENTRAL  
MOTOR  
LINES  
gives you  
the **IMPORTANT  
COVERAGE** of the  
**CAROLINAS**

**CENTRAL MOTOR LINES, Inc.**  
General Offices: Charlotte 1, N.C.  
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Today the man trained in **TRAFFIC AND TRANSPORTATION** is one of the most important and well paid individuals in business and industry. Thousands of firms need experts on rates, tariffs, regulations, etc.

We train you thoroughly at home in spare time thru the famous LaSalle Problem Method under the personal guidance of expert traffic authorities.

Splendid opportunities developing rapidly in **MOTOR TRUCK** and other phases of The Traffic and Transportation field.

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Address

City  Zone  State

CHECK NO. 16 ON HELP-O-GRAM CARD

28

## TRANSPORTATION *Profile*



Bigger and better! That's how Texas-Arizona Motor Freight has grown under President Robert H. Cutler's direction. Broken line on U.S. map show the newest additions to Texas-Arizona's expanding routes.

### **ROBERT H. CUTLER, President Texas-Arizona Motor Freight**

One of the trucking industry's outstanding young executives, Robert H. Cutler has just wheeled his Texas-Arizona Motor Freight, Incorporated, into another 1,200 miles of route.

Actually, though, Mr. Cutler's latest achievement is not at all unusual—at least, not for him. Ever since he became president of T-A six years ago, he has been performing over-the-highway feats of magic with startling regularity.

His log:

- Extension to West Coast in 1952.
- Extension to Texas Gulf Coast in 1957.
- Extension through Dallas-Fort Worth, Tulsa and St. Louis to Indianapolis by ICC temporary authority, effective last year, 1959.

This adds up to a 2,800-mile system for Cutler and his hard-driving crew. It also adds up to an all-weather route from the midwest to the West Coast for T-A. The carrier's new eight-state transportation system has been named *The Roadrunner Route*, derived from the speedy, long-tailed bird familiar to highway travelers from Texas to California.

Bob Cutler's story begins back in Portland, Oregon, his birthplace. Attending elementary and high school in Portland, he went on to the University of Oregon in Eugene and a year at New York City's College of Transportation.

Mr. Cutler's been in transportation virtually all his working life. He started with Consolidated Freightways. Then, during World War Two, he served with the Office of Defense Transportation and the Army Transportation Corps. Following V-J Day, Mr. Cutler returned to Consolidated, before moving to Texas-Arizona.

T-A's president is a dynamic personality. He has been a tower of strength in trucking industry affairs for years.

Active in the American Trucking Associations, Mr. Cutler is currently an ATA vice president-at-large. He was also instrumental in organizing the Western Highway Institute, serving as its first president.

In addition, Mr. Cutler is at present the director of the Texas Motor Truck Association; president of the Arizona Motor Truck League; chairman of the Western Labor Policy Committee for Trucking; and a member of the executive committee of the Western Highway Institute.

At home base in El Paso, Mr. Cutler is equally active. He is currently a director of the Chamber of Commerce and was a director of the Southwestern Sun Carnival.

What's he do for fun? Golf is Bob Cutler's outlet, and he's darned good at it! His game: in the high 70s. Fishing is a recent addition to his sports interests.

Shipping Management — National Hi-Way Shipper



# BOAC

## SPEEDBIRD CARGO SERVICES



### NEW YORK TO TOKYO

Weight	Cost Per Lb.	% Savings Over Current Rates
0 to 99 lbs.	\$2.25	18%
100 lbs. to 549 lbs.	1.69	18%
550 lbs. to 1,099 lbs.	1.43	24%
1,100 lbs. to 5,499 lbs.	1.13	40%
5,500 lbs. to 21,999 lbs.	.96	49%
22,000 lbs. and up	.86	54%

### SAN FRANCISCO TO TOKYO

Weight	Cost Per Lb.	% Savings Over Current Rates
0 to 99 lbs.	\$2.19	12%
100 lbs. to 549 lbs.	1.64	12%
550 lbs. to 1,099 lbs.	1.30	20%
1,100 lbs. to 5,499 lbs.	1.00	38%
5,500 lbs. to 21,999 lbs.	.85	47%
22,000 lbs. and up	.75	53%

**FASTEST · SUREST · MOST DIRECT**

From 1st Jan. 1960

BRITISH OVERSEAS AIRWAYS CORPORATION

Printed in U.K.

# THIS WILL SAVE YOU 12% to 54% on shipments to the ORIENT!

## TOKYO, HONG KONG, BANGKOK, SINGAPORE, SAIGON

BOAC will fly Speedbird Cargoes from New York and San Francisco to its many Orient ports at new low rates, with higher weight-breaks... starting January, 1960, subject to government approval.

# BOAC

**Takes good care of your Cargo**

CHECK NO. 17 ON HELP-O-GRAM CARD  
January, 1960

**BRITISH OVERSEAS AIRWAYS CORPORATION**

*General Sales Agents for*

**QANTAS, TEAL, SAA, CAA, MEA, BEA & BWIA**

Flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal. Offices also in Atlanta, Buffalo, Cleveland, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Toronto, Vancouver, Winnipeg.



# THE INTERSTATE HIGHWAY PROGRAM:

## an up-to-the-minute report

● What's the current status of the nation's ambitious Interstate Highway program? What effect will the project's network of superhighways have on the motor freight shipper and carrier?

Up-to-the-minute and double-checked for accuracy, here's a bird's-eye view of what's been done, what's being done and what will be done to link all sections of the U. S. closer together via the world's most modern, most painstakingly planned highway system.

How long has the National System of Interstate and Defense Highways construction program been underway?

**Three years. Completion target date: 1972.**

How many miles of highway will be constructed under the program?

Current plans call for the construction of some 41,000 miles of roads, linking 42 state capitals and 90% of all cities in the U. S. with a population of 50,000 plus.

How many miles of highway have already been completed?

At last count, over 4,800 miles of the Interstate System had already been built and opened to traffic. Some 5,100 miles of roads are now being rushed to completion and should be ready for use within the next few months.

Projected U.S. highway system.

Which are some of the key stretches of highway that have already been finished.

San Francisco-Oakland; New York City-Boston; New York City-Buffalo; Olympia-Portland; Toledo-Detroit; Pittsburg-Cleveland.

What are some of the outstanding features of the new superhighways?

Highways now being built under the Federally-sponsored program have no stoplights; no intersections at grade; extremely gentle curves and grades; and a median strip, separating traffic moving in opposing lanes.

Why are the new superhighways being hailed as the finest and safest ever built?

There are many reasons. First, under the Federal program, they are being built to a set of rigid material and design specifications. Second, they have been pre-planned as no other roads have. And finally, they incorporate the latest in safety "know-how." As a result of these factors, once the Interstate Highway system is fully operative, it is expected to shave more than 100,000 traffic accidents from the nation's annual highway toll.

Is it true that, because the Federal highway program has top priority, local roads are being neglected?

No. Not at all. As a matter of fact, the Interstate Highway program has given a big boost to the construction and improvement of so-called secondary roads. All told, total roadbuilding



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IT'S OPEN IN A JIFFY!

**JIFFY  
PADDED  
SHIPPING  
BAGS**

*Completely  
Redesigned!*

- ★ Tear Tape Opener —
- ★ Golden Clupak® Outer Liner —
- ★ New Bag Construction —
- ★ NO PRICE INCREASE!

Write for your free sample today!

**JIFFY MANUFACTURING COMPANY**  
365 FLORENCE AVENUE HILLSIDE, NEW JERSEY



® Clupak, Inc.'s trademark for stretchable paper.

CHECK NO. 18 ON HELP-O-GRAM CARD

January, 1960



expenditures by all levels of government amounted to \$7 billion in '59.

How about the highway shipper? How will he benefit from the completion of the Interstate Highway system?

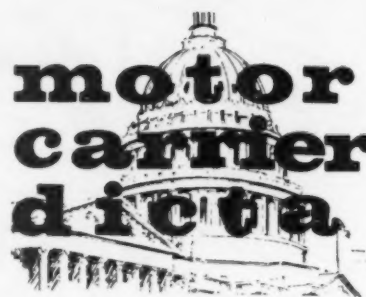
More than 75% of all freight transported in the U. S. today travels over-the-highway. Straight, safe, superbly planned superhighways will make for speedier over-the-highway shipments. They should also pave the way for a drastic reduction in damage to products moving via motor freight. In addition, some experts maintain, the fact that motor freight will be moved

faster, more smoothly and more economically by carriers may well lead to a reduction in motor freight rates, once the Interstate Highway system moves into high gear.

Where can you get more information on the National System of Interstate and Defense Highways building program?

The Bureau of Public Roads, U. S. Department of Commerce is the best source for detailed data on the project. Address: Matomic Building, 1717 H Street NW, Washington 25, D. C.

## David Axelrod's



### operating authorities

In a recent case before the Commission, applicant sought a permit to operate as a contract carrier transporting tops and bottoms for cans or containers made of sheet iron, steel or tin, from the site of the shipper's plants and warehouses to the site of the same shipper's plants and warehouses with empty containers and incidental facilities used in transporting the commodity in return.

Two motor carriers and a number of railroads opposed the application, which was denied.

The Commission found that applicant was not entitled to a permit to operate as a contract carrier. Reason? There was no indication that it would assign motor vehicles to the exclusive use of the shipper for a continuing period of time or that the proposed service had been designed to meet the distinct need of the shipper.

In addition, the Commission stated that the fact the applicant was seeking to regain lost traffic was not sufficient to justify the grant of a permit.

### rates

The Commission, acting without the benefit of an examiner's report, on the ground that due and timely execution of its functions required such a procedure, has ruled that a common carrier may not charge different rates on a shipment dependent on whether it is tendered by a shipper or by a contract carrier acting as an agent of a shipper.

It ruled that a shipper could employ a contract carrier as its agent to arrange for transportation beyond points it was authorized to serve, although such contract carrier could not lawfully interchange traffic with common carriers in the usual carrier to carrier transportation.

*As a double check...ship* **WILSON**

Wilson offers the most modern equipment to handle your shipping needs . . . over 800 units of trailers, tractors and trucks. Forty trailers are insulated and others are further designed to solve your transportation problems. When you "double check" Wilson, you are fully protected with insurance against public liability and property damage and your cargo is insured up to one million dollars.

Call the Wilson office nearest you. They are listed below for ready reference.

Atlanta . . . Trinity 6-4891	Hartwell, Ga. Franklin 8-2631
Athens . . . Liberty 3-3425	Kansas City Harrison 1-0301
Augusta . . . Park 4-8558	Monroe, Ga. . . . . 8261
Charleston . . . Myers 2-2635	NASHVILLE
Chattanooga Madison 9-3293	ALPINE 4-8641
Chicago . . . Clifflide 4-6730	Rome, Ga. . . . . 3728
Clarksville, Tenn. Midway 7-3641	St. Louis Garfield 1-0441
Elberton, Ga. . . . . 898	Washington, Ga. . . . 4785
Greenville, S. C. Cedar 2-3600	Winder, Ga. . . . . 3811



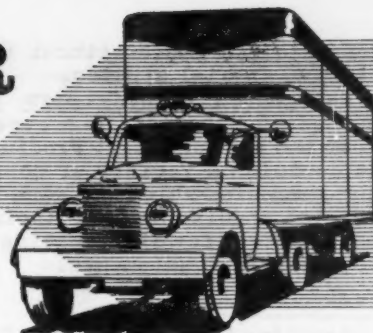
General Office: 176 LAFAYETTE ST., NASHVILLE, TENN.

**WILSON TRUCK COMPANY, INC.**

CHECK NO. 19 ON HELP-O-GRAM CARD



# VIA MOTOR CARRIER



Cooper-Jarrett, Incorporated, has taken over Atlantic Freight Lines. AFL's operating authority encompasses a number of key cities in Ohio; Pittsburgh and 20 miles of its environs; the West Virginia "panhandle"; Baltimore; Buffalo; Niagara Falls; Jamestown; and Tonawanda.

Terminals: Baltimore; Columbus; Cincinnati; Toledo; Dayton; Pittsburgh; Wheeling; and Clarksburg.

"Trucking has become the dominant form of transportation in the United States." So says the fact-packed '59 edition of American Trucking Trends, released recently by the American Trucking Associations.

According to the 32-page annual report on highway freight, prepared by the ATA's Research Department, "trucks are currently hauling more of the nation's freight than any other form of transportation—42% of the total tons moved and well over 50% of the total tons moved in terms of total value of service."

Texas-Arizona Motor Freight—one of the nation's fastest growing over-the-highway carriers—has been granted temporary authority by the Interstate Commerce Commission to take over a large portion of Mid-Continent Freight Lines. Result? T-A has virtually doubled in size. With its acquisition of Mid-Continent, the carrier's route now extends for 2,800 miles.

The Mid-Continent acquisition provides T-A with an all-weather route from the midwest and southwest to California, via its terminals in San Antonio, El Paso, Tucson and Phoenix. It also adds important metropolitan points to the T-A system, including St. Louis, Tulsa, Oklahoma City, Dallas-Fort Worth and Indianapolis.

Western Express has doubled its area coverage in the midwest with its recent acquisition of a key section of operating rights formerly owned by Mid-Continent Freight Lines.

Western is now serving Chicago and all points between Indianapolis, Cincinnati, Dayton, Columbus, Akron and Cleveland. Its newly-acquired route supplements Western's original service between Toledo, Cleveland, Erie, Buffalo, Rochester, Syra-

cuse, Rome, Utica, Albany, Schenectady, Springfield, Worcester, Boston and all intermediate points.

Ryder Truck Lines has opened a new terminal in Jackson, Mississippi. Special features: 20 loading doors; a 100-foot-long dock; and a four-wheel cart system. Location of the new facility: in the heart of the Flowood industrial area.

Here's important news for shippers in the northwest, Rocky Mountain area and southeast. Transcon Lines and Garrett Freightlines have linked their operations to provide a new motor freight service tying the southeast to the Pacific northwest and the Rocky Mountain region.

The traffic interchange agreement inked by the two carriers sets up Albuquerque as the transfer point connecting the Transcon and Garrett networks. Transcon is currently operating a 12,000-mile system from coast-to-coast, while Garrett is serving the Pacific Coast and intermountain areas.

Affected by the Transcon-Garrett agreement will be shippers in Florida, Alabama, Arkansas, Mississippi, Tennessee, Georgia, North Carolina, South Carolina, Kentucky, Virginia and West Virginia (states covered by Transcon) and those in Oregon, Washington, Montana, Utah, Idaho, Nevada and western Colorado (states serviced by Garrett).

T.I.M.E. has announced the purchase of 57 new 40' Fruehauf trailers. The carrier reports that it will employ the trailers to accommodate the increased volume of freight it is currently handling, to a larger extent the result of the extension of its rights to Kansas City, St. Louis and other cities in Missouri, Arkansas and Kansas . . . Opened by the Highway Trailer Company: a new factory branch building in Newark. Address: Avenue I and South Street.

The Interstate Commerce Commission's Bureau of Accounts, Cost Finding and Valuation has come up with a new and mighty handy technique for determining motor freight handling costs. Purpose: to provide a streamlined procedure for developing unit costs by services and out-of-pocket costs

for specific hauls without the use of extensive special studies.

Designated Highway Form B, 7-59, the method is detailed in a report available from the bureau's Cost Finding department. It contains a variety of schedules, forms and summaries which are used in processing special studies and developing apportionment factors for distributing costs of various sizes of shipments.

Boosting its capacity, the Denver Chicago Transport Company—part of the Denver Chicago Trucking Company system—has announced the purchase of \$675,000's worth of new road equipment. Included: 35 trucks and tankers.

News from the American Association of State Highway Officials! The organization has formally recommended an increase in the vertical clearance of bridges to be raised along the Interstate Highway System. Present clearance: 14 feet. Suggested by the group: 17 feet.

Royal Transit, Incorporated, has opened a brand-new terminal in Chicago. The \$400,000 facility is equipped with four-wheel carts and an overhead crane system for the efficient handling and processing of heavier shipments . . . Regular service between the U. S. and Alaska has been inaugurated by Arctic Express, Incorporated. Cities served include Chicago, Kansas City and Minneapolis.

Pacific Intermountain Express is pushing ahead with its plans to construct a new, ultra-modern general freight terminal in Salt Lake City. The unit—to be built on a 12-acre site—will incorporate the very latest terminal layout principles. It will feature an 80' x 310' dock, equipped with 54 doors; a dock cart setup; and a series of systemitized yard traffic patterns, designed to augment customer service and boost freight handling for the entire Intermountain area served by the terminal.



Ziffirin Truck Lines has opened a new terminal in Columbus, Indiana. The carrier offers direct overnight highway service to and from its facilities in Chicago, Louisville, Cincinnati, Milwaukee, Muncie, Anderson, Richmond and Indianapolis . . . The Ryder System has obtained control of Transportes Guatemala SA—a Guatemala-based carrier—and is now studying the possibility of expanding its highway service to other Central American countries.

Perishables moving via Pacific Intermountain Express will receive finer, safer treatment than ever before—thanks to the recent addition by P-I-E of 100 new Fruehauf reefer volume vans to its highway fleet. The vans are of all-aluminum construction; are 40' in length; and utilize 4" of sanistruct insulation in their sidewalls and ceilings.

Other features: a temperature range down to -10 degrees Fahrenheit; extruded aluminum venti-floors, providing maximum air flow; and overhead air ducts for complete circulation of cold air.

East Texas Motor Freight has tied its Dallas GHQ more closely to its 12 terminals in six states via a new, up-to-the-minute teletypewriter network. Purpose: to expedite the handling of ETMF freight inbound and outbound from Dallas and to provide shippers with accurate information regarding the exact location of their transit shipments quickly and efficiently.

Hot off the press is the Fall, 1959, edition of the Official Motor Carrier Directory. Updated and expanded, it contains a variety of new listings for major overseas airlines serving the U. S. Reason? The vast expansion of coordinated motor-air freight service on international flights.

Publisher of the directory: Official Motor Carrier Directory, Incorporated, 1025 West Congress Parkway, Chicago.

Red Star Express Lines has expanded its North Bergen (N. J.) terminal facilities.

The drive to bring America's shipper-trucker groups together into a national organization is gaining momentum. Thus far, five of the nation's seven conferences have OK'd the proposed national group's "code of regulations."

The two holdouts: the Pacific Northwest Shipper-Motor Carrier Conference, which has not yet reported its decision, and the Southwestern Shipper-Motor Carrier Conference, which feels it cannot ratify the code because of the difference in its structure as compared with other conferences.

## motor freight delivers Lewis Manufacturing's jumbo arches

The assignment was a tricky one. It involved transporting a set of mammoth hinge-type half arches from Miami's Lewis Manufacturing Company to the site of the city's new Central High School.

Weight of the half arches: a staggering 53,000 pounds. Length: 82 feet. Width: 18 inches. Added handling headache: their 10-foot arch bends.



Called in to do the job was one of the nation's leading specialized motor carriers. The firm studied the situation and came up with a fool-proof plan to move the arches safely to their destination. Hub of that plan? To install front and rear racks on the trailers assigned to shift the arches, so that the components would be securely cradled during the trip.

Utilizing cranes, the carrier's handling crews loaded the arches aboard the trailers. The granite units were then secured, double-checked and sent on their way. Arriving at the school site, they were loosened from their racks and unloaded by cranes.

Delivered safely, via motor carrier: two "impossible to handle" building components. Meaning to shippers: motor freight can move anything, anywhere, anytime.

## corrugated carton "sells" & protects Vita-Craft products

The Vita-Craft Corporation has hit a happy balance between safe protective packaging and effective ad-



vertising in the containers it utilizes to ship its top-quality cookware.

Sold directly to the consumer, the Kansas City (Mo.) firm's utensils are packed in sturdy, dependable corrugated containers. Each box is imprinted with a two-color reproduction of the company's trade mark and the slogan: *Designed For A Queen*.

Since the same carton is employed to ship a variety of utensils, Vita-Craft identifies the contents of each box through the color combination it uses in its printing.

Despite the emphasis on advertising, however, the in transit protection of fragile cookware has not been overlooked by the firm. Vita-Craft uses interior packaging extensively to hold outbound items securely in place. In order to avoid scratches, utensils are wrapped in plastic film. As an added safety measure, Vita-Craft's shipping containers are sealed carefully with the finest gummed tape available.

What's ahead in traffic and transportation? For the facts, presented by experts, see page 9.

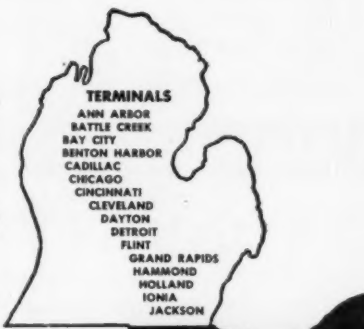
# ATL SERVES CLEVELAND

## and over 800 other Direct Line service points...

Associated Truck Lines, Inc. has expanded its operations to serve the advancing transportation requirements of Cleveland, Ohio. A key mid-west city, Cleveland has for many years been one of the nation's most progressive manufacturing and marketing areas. Associated also serves Toledo, Cincinnati and Dayton, Ohio. TL and LTL service is handled efficiently through 25 fully staffed Terminals equipped with such modern facilities as 2-way radio dispatch, dock draglines, electronic checking, 900 miles of private telephone lines and central I.B.M. accounting. Specify ASSOCIATED . . . You'll benefit by their DEPENDABLE SERVICE.

First in Michigan . . . now serving Ohio.

Acquired from the George F. Alger Co., and operated under Temporary Authority granted by The Interstate Commerce Commission.



CHECK NO. 20 ON HELP-O-GRAM CARD





## INTERSTATE DISPATCH says The Illinois Tollway cuts gearshifts 84%, time 30%

A. R. METZGER, Director of Operations

"The following table tells the story of our decision to make the Illinois Tollway a basic scheduled route:

"The table covers a 113-mile run in light traffic between 2 and 4:30 a.m. around Chicago between the Indiana and Wisconsin state lines. The same run in heavy traffic on our former highway route requires a total of 96 stops and 195 gearshifts."

By using the Tollway, truckers can minimize traffic delays, reduce cargo and equipment damage, save on fuel, cut repair and maintenance costs. The Tollway can help to complete runs on a faster schedule, even under adverse weather conditions.

Send for Free Tollway Truck Folder and Map.

### ILLINOIS TOLLWAY

Hinsdale, Ill., Dept. 5C

CHECK NO. 21 ON HELP-O-GRAM CARD

	TRAFFIC STOPS	GEAR- SHIFTS	ELAPSED TIME
Highway	36	38	2½ hrs.
Tollway	6	6	1¾ hrs.



At P-I-E...where people spell the difference!



Men like "Roundy" Miller of Kansas City are

### THE BEST INSURANCE A SHIPPER CAN BUY!

For twenty-five years...over 2,580,000 miles...thru blazing heat and snowy blizzards, "Roundy" Miller has delivered the goods...in good shape...in good time...on every run! The personal determination and responsibility of hundreds of line drivers like "Roundy" have earned P-I-E the industry's National Safety Championship for 7 years.

*These men are the best insurance  
you can buy!*



### PACIFIC INTERMOUNTAIN EXPRESS

TERMINALS & OFFICES IN PRINCIPAL CITIES. GENERAL OFFICES P-I-E BLDG., 14TH & CLAY STREETS, P.O. BOX 958, OAKLAND 4, CALIFORNIA

**P-I-E Delivers the Goods...in good shape...in good time!**

CHECK NO. 22 ON HELP-O-GRAM CARD

D. R. Dominie's



Transportation at it's best is the very silent accomplishment of tremendous tasks. It is the handling of an entire companies and industries materials in such a manner that the majority of people take it as a matter of course. Without fanfare and without a lot of congratulatory messages, the personnel in traffic from the lowest to the highest accomplish their unbelievable feats with a very minimum of praise and plaudits from the rest of industry.

In some respects this is rewarding because the smallest or seemingly most inconsequential position in traffic is often times given more praise and recognition by his own department then would normally occur in any other division of industry. Thus, although the traffic profession itself is not a particularly rewarding one insofar as praise is concerned, the individuals within the traffic profession find themselves in a position to be rewarded in the same sense more frequently then those in other professions.

By the same token, many individuals who make a tremendous contribution to traffic oftentimes go unnoticed. We are thinking now of the role a truck driver may play in the relationship between an industrial traffic department and his own trucking company.

### good drivers a "must"

Whether carriers realize it or not the impressions and the acts of an individual truck driver may sometimes sway a decision which the solicitor, salesman, general manager, or even president of the carriers lines fail to do. In effect, we are saying that a real good truck driver, and we don't necessarily mean the ability to maneuver a vehicle, is often worth his weight in gold to a particular trucking company if through his actions the accounts he serves tend to lean toward that company.

In our opinion, carriers should concentrate or focus much more attention on their truck drivers then they now do.

Shipping Management - National Hi-Way Shipper



**In skilled hands** Brush painting gives a skill to men's hands—gives them a deftness and delicacy of touch. This gentleness is characteristic of Japanese art and of the way the people of Japan treat things.

The cargo personnel of Japan Air Lines show this delicate consideration for everything you

ship via JAL to the Orient. Your air cargo is handled gently and efficiently—delivered to its destination intact and on time. JAL has nine weekly Courier Cargo flights from the U.S. to Japan . . . from Seattle, San Francisco and Los Angeles. Contact your regular freight forwarder or call your nearest Japan Air Lines cargo office.

## **JAPAN AIR LINES** *COURIER CARGO*



CHECK NO. 23 ON HELP-O-GRAM CARD

January, 1960

San Francisco: S. F. International Airport, JU 3-3610  
 Los Angeles: L. A. International Airport, SP 6-1303  
 Seattle: Seattle-Tacoma Airport, CH 2-2200  
 Honolulu: Dillingham Transportation Bldg., 5-0955  
 New York: 620 Fifth Avenue, JU 6-7400  
 New York: N. Y. Int'l Airport, OL 6-8364  
 Chicago: 60 E. Monroe St., AN 3-1384  
 Cleveland: 230 Bulkley Bldg., 1501 Euclid, CH 1-4331  
 Dallas: Rm. 907, 211 N. Ervay, RI 8-8057  
 Washington, D.C.: 1008 Connecticut Ave. N.W., ME 8-2315

First, let's take personal appearance. Certainly traffic personnel from the shipper up to the traffic manager are much more impressed with a truck driver who comes in neatly uniformed and well groomed than they are in the truck driver who comes in shoddy clothing, unshaven, and with a somewhat contemptuous attitude. The immediate reaction to the well groomed driver is that his organization is as neat in its operations as the driver is in his dress. It shows that the truck driver for all intent and purpose is interested in his job and likes it.

The truck drivers scope is even much greater than this. We have had many, many instances where the intervention of a truck driver in the way in which we tender freight to the carrier has actually resulted in days saved insofar as transit time is concerned. This driver can pass on many helpful suggestions to the shippers and to the personnel concerned with expediting shipments. This becomes first hand information and not merely promises passed on by a for the particular carrier.

We have in our own organization

an excellent example of a good carrier embassy. Each day a certain trucking company sends in a full trailer load of material to our distribution center. This trailer is unloaded and remains in our distribution center for the remainder of the day while we completely load it as a trailer truck shipment going out at night. The driver stays with this vehicle all day and in effect almost becomes one of our employees. Because he is conscientious he has many times caught errors in the way we have marked our freight, or in the way and manner in which we may package it. Not only this, but on many occasions he arrives in the morning, makes a quick appraisal of our daily shipments, and phones his office for either additional equipment or additional help, so that he may load faster and handle our complete daily shipments. By doing this and because of constant contact, we have become dependent on him for many of these decisions. He also has helped us in arranging our freight for certain cities so that it may be loaded in the proper sequence on the vehicle, thus insuring greater or faster delivery to the cities in question.

Between this driver and our own distribution personnel there has become a feeling of a common purpose and a common bond, a feeling which makes both of the groups take pride in their accomplishments.

Over a period of time this feeling is relayed from the distribution group to the actual management group of the traffic department. We should venture to say that if the management group of traffic were to make a decision to drop that particular carrier that the distribution personnel would soon change our minds on the particular decision. All of this because of a particular driver.

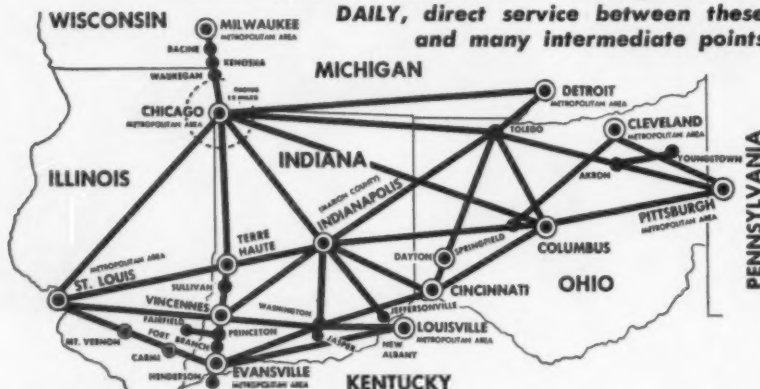
Over the past several years, we have had occasion to change our site of distribution. In many of these cases, we have appealed to the trucking companies themselves to let a certain driver continue to service us for his company. I am sure that no greater expression of appreciation to that carrier can be shown than to make such a request.

In summary, a truck driver more closely represents the carrier than any other individuals with whom we may come in contact for an extended period of time. Because of this, we feel that carriers should make a concentrated effort to develop the traits and characteristics which are desirable in carrier-industrial relations and by so doing will increase their volume potential far greater than any other faction in the carriers organization.

## LET ONE PICKUP or DELIVERY DO THE JOB

Connecting line on L.T.L. and T.L. shipments  
to all States other than those served by Hancock.

**DAILY, direct service between these  
and many intermediate points**



**STEEL DIV. - ESsex 5-3571**

**PERISHABLE DIV. - Waterfall 8-2545**

LET HANCOCK pickup or deliver daily at a fixed time  
your shipments to and from all the points shown below

**CHICAGO, ILLINOIS**  
Seeley 3-3737

**PITTSBURGH, PENNSYLVANIA**  
Federal 1-6655

**LOUISVILLE, KENTUCKY**  
Wabash 0511

**CLEVELAND, OHIO**  
Superior 1-6205

**COLUMBUS, OHIO**  
Hickory 4-2128

**CINCINNATI, OHIO**  
Mulberry 3312

**ST. LOUIS, MISSOURI**  
Geneva 6-0171

**EVANSVILLE, INDIANA**  
3-1141

**YOUNGSTOWN, OHIO**  
9-9784

**INDIANAPOLIS, INDIANA**  
Melrose 4-6363

**DETROIT, MICHIGAN**  
Tashmoo 5-2535

**TERRE HAUTE, INDIANA**  
Crawford 9689

**MILWAUKEE, WISCONSIN**  
Evergreen 3-6040

# HANCOCK

**TRUCKING, INC.**

**EXECUTIVE OFFICES, EVANSVILLE, INDIANA**

CHECK NO. 24 ON HELP-O-GRAM CARD



at the Commercial Club.  
nearly 50,000 cars and trucks  
are tested during the three-day  
**traffic news**  
The award, a plaque, will be  
made by the Traffic and Transportation  
Committee, which is a subcommittee of the  
Safety committee, which is a subcommittee of the  
Traffic and Transportation Committee.

New assistant to the president of the Steffke Freight Company: J. B. Godfrey. Mr. Godfrey, who is also president of Great American Transport, will continue to serve in that capacity while holding the Steffke position . . . Busy pinning down operating and sales decision stemming from the acquisition of Mid-Continent Freight Lines' routes by Texas-Arizona Motor Freight are T-A president R. H. Cutler; sales vice president W. T. Misenheimer; and operations vice president C. M. Rolison.

The Southern Shipper and Motor Carrier Council recently held its first annual



Bottom, left to right: R. F. Treptow, E. Greene, Jr., P. Y. Hughes. Top: C. L. Sanders, R. W. Rowen, F. Hoffman, C. Hardesty, Jr., E. A. O'Hara, and B. M. Shirley, Jr., of the SSACC.

meeting in Atlanta, Georgia. Newly elected as officers: A. E. Greene, Jr., president; H. D. Musick, vice president; R. H. Prater, secretary; P. Y. Hughes, treasurer. Shipper representatives: H. F. Sixtus; H. E. Chapman; C. A. Woodson, Jr. Carrier reps: F. R. Hoffman; E. A. O'Hara; B. M. Shirley. Directors to continue to serve a one-year term: W. M. Rowen; B. M. Hatcher; R. F. Treptow; C. D. Hardesty, Jr.; J. R. Horne; and C. L. Sanders.

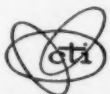
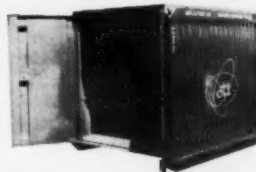
Some of the nation's foremost traffic-transportation experts have been named as judges in North American Van Lines' First Annual Traffic Manager's Award competition. The list includes: Dr. G. P. Baker, Harvard University; G. E. Franzen, Chicago Association of Commerce; K. P. Thorpe, Jr., TM, Superior Fast Freight; and G. Pratt, executive director of the Traffic and Transportation Council, Chamber of Commerce, Philadelphia.

R. A. Mills has been named southern regional director of properties and facilities by American Airlines . . . R. L. Vinick has been appointed a member of Air France's public relations staff . . . R. W. McDorman has been named Chicago district manager by Steffke Freight.

## SHIPPING TO GERMANY?



For the ultimate in protection for large consignments or small consolidated shipments use a low cost, leased CTI Container. CTI Containers offer safety and ease of handling without the expense of costly export packing. To Germany . . . from Germany or to and from every country in the world use a sturdy CTI Container for all your shipments. Call or write for specification chart and rental list.

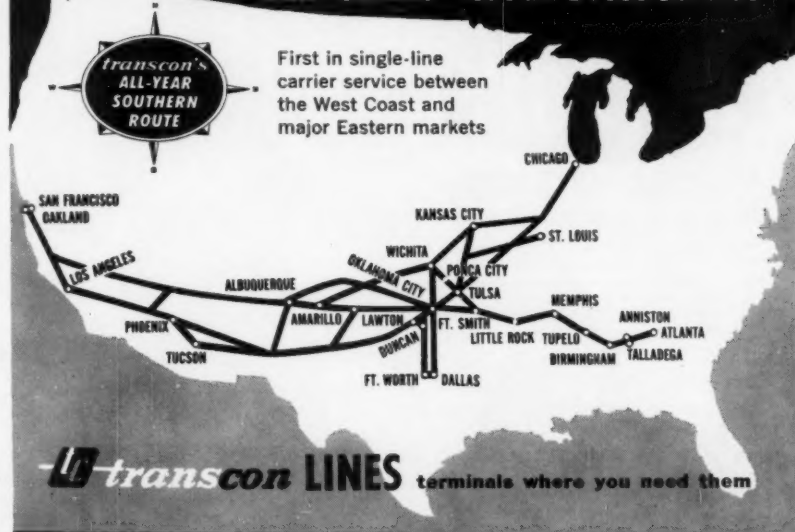


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## THE TRANSCON WAY IS BOUND TO PAY! Call "Connie" for Full-Dress Service



Transcon's finer, faster equipment is setting new performance standards for the industry. By the pound or by the ton, you don't pay a penny extra for Transcon's complete motor freight services.

### TRANSCON TERMINALS

Albuquerque, N. M.  
Amarillo, Texas  
Anniston, Ala.  
Atlanta, Ga.  
Birmingham, Ala.  
Chicago, Ill.  
Dallas, Texas  
Duncan, Okla.

Ft. Smith, Ark.  
Kansas City, Mo.  
Lawton, Okla.  
Little Rock, Ark.  
Los Angeles, Calif.  
Memphis, Tenn.  
Oakland, Calif.  
Oklahoma City, Okla.  
Phoenix, Ariz.

Ponca City, Okla.  
Riverside, Calif.  
St. Louis, Mo.  
Talladega, Ala.  
Tucson, Ariz.  
Tupelo, Miss.  
Tulsa, Okla.  
Wichita, Kansas

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## FREE SAMPLE OFFER



"It's a brand-new concept... it's the ALL-NEW FLASHDRY INK MARKER that's always ready for use. Just push down and Presto! The ink is flowing again... no matter how long the cap has been off!"

- Writes on any surface, including metal
  - Contains more ink than other markers at higher prices!
  - 8 brilliant colors
  - Guaranteed 2-miles of writing
  - Can't evaporate, completely leakproof
  - Replaceable tips and inks mean economy
- Available at all leading Dealers.

FOR FREE SAMPLE write: **only 69¢**

**FLASH** MANUFACTURING COMPANY  
109 MURRAY STREET, NEWARK 5, N. J.  
CANADA: Seal-a-matic of Canada, 2 Matilda St., Toronto  
CHECK NO. 27 ON HELP-G-RAM CARD

**FREE** overnight  
**PARKING**  
FOR REGISTERED GUESTS  
IN DOWNTOWN  
**DETROIT**

*Special* **FAMILY RATES**

**No Charge for Children 12 and Under**

In the center of all downtown activities. Newly decorated. Ultra modern, comfortable guest rooms. Excellent food at moderate prices in our modern coffee shop and cafeteria.

Radio, Television Room Available.  
Air Conditioned rooms in season.

**800 ROOMS**  
WITH BATH

from **\$4**



**Hotel TULLER**  
FACING GRAND CIRCUS PARK  
DETROIT, MICHIGAN  
Harry E. Paulsen, Gen. Mgr.

H. Fick has joined Highway Trailer as a special assistant to the chairman of the board... R. E. Kruse has been named Northwest Orient Airlines' director of advertising.

Newly elected directors of the Packaging Institute: R. W. Abbing; W. C. George; W. Didreksen; W. R. Huguenin; Dr. L. E. Simerl; R. N. Johnson... F. Lynott has been appointed executive vice president in charge of operations by the Flying Tiger Line. Other appointments: N. Berboth, to the post of vice president of operations, and C. Moldaw, to the post of assistant vice president.

W. A. Saaby has been named Stauffer



W. A. Saaby

Chemical's director of transportation... Exploring U. S. motor freight procedures during a whirlwind tour of the country, four Australian Haulers Federation delegates recently visited the Los Angeles offices of the Transport Indemnity Company. Purpose: to analyze modern transportation insurance underwriting techniques.

L. R. Stuber has been named a Pacific Intermountain Express district sales manager... Elected vice president of the Gumm Industries Association: S. Warshaw... L. A. Person, Braniff Airways' director of traffic, has been elected chairman of the International Air Transport Association's Traffic Conference... H. R. Wild has been named VP-Traffic, Sales and Public Relations by AVIANCA.

H. L. Johnson has been promoted to the position of VP-Operations by East



H. L. Johnson

Texas Motor Freight... R. A. Ennis has been named GTM by the Nestle Company... J. Mulcahy has joined

## ATTENTION... MOTOR TRANSPORT EXECUTIVES!



**MAJOR A. RIDDLE**, for many years a prominent truck lines owner and executive, now owner and general manager of...

*the Dazzling*

**DUNES** HOTEL & CASINO  
LAS VEGAS' MOST LAVISH RESORT

INVITES YOU TO write, wire or phone for reservations. He will always give your calls or messages **TOP PRIORITY** "Every Motor Transport Executive will get **PERSONAL ATTENTION** and **RED CARPET TREATMENT**" all the way!" says the "Major"



Las Vegas habitués know that the **NEW DUNES** can't be surpassed for spacious, elegant, luxurious accommodations and the **DUNES** entertainment is the most daring and exciting on the strip.



Phone Las Vegas  
**BUDLEY 2-7700**

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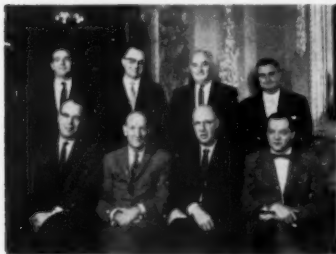
TWX - The **DUNES**  
**LV-8637**

**LAS VEGAS**  
**DUNES**  
HOTEL AND CASINO

Hoover Motor Express' Chicago sales staff . . . The National Wooden Pallet Manufacturers Association will hold its 13th Semi-Annual meeting in Hollywood, Florida. Date: February 6-9.

**M. Strauch** has been named manager of traffic, receiving, storage and shipping by the Allen B. Wrisley Company . . . New GTM at the Nation Biscuit Company: **E. A. Senghas**.

**D. B. Wheeler** has been named director of sales engineering by the White Truck Division of the White Motor Company . . . Newly elected officers of the Central Area Shipper-Motor Carrier



Seated, left to right: **H. E. Chapman**, **R. A. Baensch**, **L. W. Cannon**, and **R. Scranton**. Standing: **W. J. Hirsch**, **F. S. Thompson**, **J. J. Whelan**, and **R. J. Secoy**—of the Central Area SMCC.

Conference: **H. E. Chapman**, president; **R. A. Baensch**, vice president; **L. W. Cannon**, secretary; **R. Scranton**, treasurer. Regional vice presidents: **W. K. Hirsch**; **F. S. Thompson**; **J. J. Whelan**; **R. J. Secoy** . . . Appointed GTM of the Pure Oil Company: **M. D. McHugh**.

**L. Miller** has been named New York cargo service manager and **A. Thiesing** New York airport cargo manager by the Scandinavian Airlines system . . . Manning a booth at the recent Purchasing Agents Show in Milwaukee, Star Fastener Company personnel presented a



Star Fastener personnel

warm smile and a welcome hand to visitors . . . **S. Kaufman** has been promoted to the post of sales manager for New York by the Gilman Paper Company. Other promotions: **T. E. Norris**, to the post of southeast area manager, and **R. E. Bringman**, to the job of sales manager of Gilman's specialty paper division.

**G. M. Sadler** has been appointed VP-General Manager of American Airlines

January, 1960



WIREBOUND BOXES AND CRATES

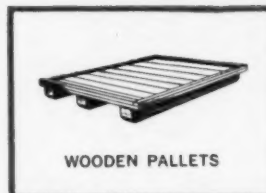


WIREBOUND PALLET BOXES



## WIREBOUND BOXES and CRATES

You'll find it pretty difficult to beat the coconut shell for functional, dependable, rugged "packaging". Superstrong Wirebound Boxes and Crates provide these advantages and many more . . . saving you time, money and labor in your shipping problems. A trained Superstrong Wirebound engineer will give you the details . . . send for his expert help now!



WOODEN PALLETS

## CORRUGATED FIBRE BOXES



CALL Canal 6-0973 or write Dept. 900

# RATHBORNE, HAIR & RIDGWAY BOX CO.

1440 West 21st Place • Chicago 8, Illinois

REPRESENTATIVES IN ALL PRINCIPAL INDUSTRIAL AREAS

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# NEW SPEED!

To Every Point  
In KANSAS

Rapid Routed  
LTL Shipments  
Daily.

## Knaus

TRUCK LINES, INC.  
2415 Independence Ave.  
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## NEWEST - FASTEST! STENCILING METHOD

UNIVERSAL  
ROLL-A-STENCIL  
TRADE MARK



- THREE TIMES FASTER than brushing or spraying for production stenciling of cartons and boxes.
- MOST ECONOMICAL ROLLER METHOD. ROLL-A-STENCIL INK costs less than 1/3 the price of other roller inks. Available in black and 5 colors.
- PATENTED TWIN ROLLER DESIGN gives neat as print stenciled impressions in one fast stroke.
- 30 SECONDS TO INK special self contained ink roller. One inking lasts up to 1000 stenciled impressions.

ROLL-A-STENCIL is a proven dependable product . . . WRITE FOR COMPLETE INFORMATION.

UNIVERSAL FOUNTAIN BRUSH CO.  
ST. PETERSBURG, FLORIDA

CHECK NO. 31 ON HELP-O-GRAM CARD

Two highway experts have joined the staff of the American Trucking Association. B. Meyer will serve in the ATA's public affairs section and R. W. Sackett in the organization's automotive engineering division . . . R. E. Doherty has been named VP-Market Development by Consolidated Freightways . . . R. M. Beck has been appointed treasurer of the Georgia Motor Trucking Association . . . M. P. Prevost has been chosen as U. S. rep for France and Belgium by Air Express International.

Congratulations to: O. A. Johnson, newly named as president of the Conveyor Equipment Manufacturers Association . . . V. I. McCarthy, Jr., recently named president and director of marketing by Vulcan Containers . . . C. E. Beard, president of Braniff International Airways, who was recently elected a member of the International Air Transport Association's executive committee . . . C. W. Mathews, also of Braniff, named chairman of the Air Transport Purchasing Agents Committee.

G. J. Morley has joined Merchants Motor Freight as Vice President-Traffic . . . L. Kennedy has been elected president of the Pan-Atlantic Steamship Corporation . . . Retiring as Joanna Mills' traffic manager: W. F. Cassidy . . . F. Bridwell has been appointed plant manager of the Brown Trailer Division's Spokane facility . . . C. Holbein has been promoted to the post of district supervisor of Interstate Motor Freight's eastern seaboard authority.

N. C. Stedron has been named Assistant VP-Sales by Trailmobile Incorporated . . . J. J. Coady has been appointed sales rep for Stamford and environs by Johnson Motor Lines . . . J. K. Carmody has joined Interstate Motor Freight's Pittsburgh sales department . . . Elected president of the Pressure Sensitive Tape Council: R. W. Mueller.

The Brown Trailer Division, Clark Equipment Company, has established a new sales branch office—its 17th—at 831 Airport Way, Seattle . . . J. Harreld has been named Watson Bros. Transportation's new St. Louis district sales manager . . . G. M. Turner has been appointed Orient & Pacific's sales manager.

According to the decisions in G.F. & A. Ry. Co. v. Blish Milling Co. (241 US 190, 36S. Ct 541 and C & O Ry. v. Martin, 283 US 209, 51 S. Ct 453), ordinary tracers do not constitute a claim. Tracers may be considered claims only if they contain the basic characteristics of one.

As a precautionary measure, it is advisable to incorporate in all tracers a demand of the carrier that it should be considered a claim for a specific amount if shipment is not located.

For  
Dependable  
**DIRECT  
SERVICE**  
CALL **HOOVER**



**HOOVER**  
MOTOR EXPRESS COMPANY, INC.  
GENERAL OFFICES  
P. O. Box 450 - Nashville, Tenn.

CHECK NO. 30 ON HELP-O-GRAM CARD

## CALIFORNIA'S welcome to the world



**Miramar**

and NEW TOWER California's World-Famous Resort overlooking the Blue Pacific where Wilshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exciting new Venetian Room and Cantones Room. Swimming pool. Beautiful grounds and landscaped gardens. Rates from \$12.50. Write William W. Donnelly, Gen. Mgr.

Across the U.S.A. and in HAWAII

**MASSAGLIA**  
CREST OF GOOD LIVING

JOSEPH MASSAGLIA, JR., President

MASSAGLIA HOTELS

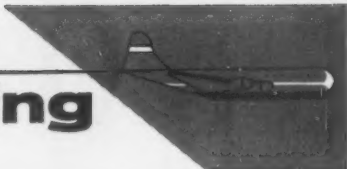
- SANTA MONICA, CALIF. Hotel Miramar
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World-famed hotels  
Teletype service—Family Plan

Shipping Management — National Hi-Way Shipper



# HELPS for better shipping



**FLEXIBLE ROUTING**, trouble-free shipping. The latest in highway go-how is the specialty of this carrier. Check 1 for details.

**FAST SERVICE** on LTL shipments and second morning deliveries, Great Lakes to Gulf. Check 2 for info.

**BREAK BOTTLENECKS** in addressing multiple shipments by typing stencil on typewriter and then printing with special applicator. Check 3.

**FASTER, SAFER, MORE DEPENDABLE.** Get one-carrier direct trucking service coast to coast. One-carrier responsibility. Check 4.

**SHIPPING PROBLEMS** vanish when this experienced carrier handles your freight. Check 5 for info.

**PACKAGE EXPRESS SERVICE** to many areas not reached by other public transportation. Seven-day-a-week, 24-hour-a-day service, nationwide. FREE details if you check 6.

**NEW ARROWFLYTE SCHEDULE.** Have your LTL shipments speed-treated. Check 7 for more info.

**SERVICE AND SPEED** are the specialties of this highway carrier. Check 8.

**DEPENDABLE, FAST** motor freight service is yours with this carrier. Check 9 for details.

**SERVING THE EASTERN SEABOARD.** Reliable, speedy, safe motor freight service. Check 10.

**END YOUR SHIPPING WORRIES.** Fast deliveries; safe handling; full co-operation. Check 11 for details.

**READY TO SOLVE** the toughest traffic problem is this motor carrier. Check 12 for details.

**AIR FREIGHT SERVICE** at its best is offered by this up-to-the minute cargo carrier. Check 13 for info.

**CARTONS CAN'T TEAR** or open in transit if you use this reinforced gummed sealing tape. Check 14 for info.

**MOTOR FREIGHT** problems vanish when you turn your shipment over to this carrier. Interested? Check 15.

**TRAFFIC COURSE** at home compiled by 175 prominent traffic executives. For further details check 16.

**SPEED AIR CARGO AND CLERICAL WORK** with this airline. Less forms to fill out, simpler documentation. Check 17.

**PADDED SHIPPING BAGS** enter a new era of utility and dependability with this firm's newest product. For details, check 18.

**EIGHT TERMINALS**, 250 tractors, 280 semi-trailers—all geared to provide top-notch motor freight hauling. Check 19.

**EFFICIENT, FAST** motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 20.

**SAVE TIME, SAVE MONEY** on one of the nations' outstanding highways. For further information, check 21.

**TERMINALS AND OFFICES** in principal cities, long experience help this trucking company give speedy information? Check 22.

**TRANS-PACIFIC AIR CARGO** moves faster, more efficiently when this carrier does the hauling. Check 23.

**LET ONE DELIVERY, PICKUP DO THE JOB.** Connecting line service on shipments to all states. Want the facts? Check 24.

**CONTAINER LEASING** service for use with general cargo, household goods. Check 25.

**YOUR MOTOR FREIGHT** is in good hands when you use this outstanding over-the-highway carrier. Check 26.

**MARKS METAL** or a variety of other materials. Efficient, easy to use marking device. Check 27.

## HELP-O-GRAM

January 1, 1960

For more information on any advertisement or keyed editorial item, fill out the card below, check the appropriate key numbers, detach, and mail to: **HELP-O-GRAM** Department, Shipping Management-National Hi-Way Shipper, 425 Fourth Avenue, N.Y. 16, New York.

### for better shipping

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### new products

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Company \_\_\_\_\_

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Type of Business:

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Major Products: \_\_\_\_\_

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combination  
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for you



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MOTOR CARRIER

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INCORPORATED

General Offices: P. O. Box 1120, Lubbock, Texas

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**COMBINE THE STRENGTH OF STEEL** and the light weight and resilience of wood . . . for superstrong wirebound boxes. Check 28.

**DELIVERY TIME CUT** on LTL, truckload shipments through Kansas City with this line's new terminal. Check 29.

**DIRECT, DEPENDABLE, FAST.** Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Check 30.

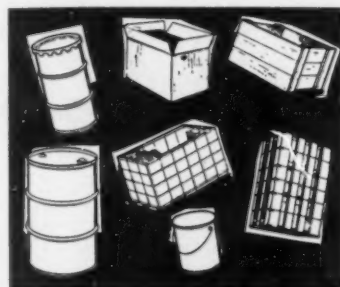
**ADDRESS SHIPMENTS THREE TIMES FASTER** with this new method. You roll on the address like rolling a rubber stamp. Check 31.

**AUTOMATIC TACKERS** end snags and costly tie-ups in the shipping room caused by clumsy label tacking. Check 32.

**SPEED UP LABEL PASTING** more than 50% with this semi-automatic feed label paster. FREE literature, check 33.

**SIXTY YEARS OF EXPERIENCE** in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 34.

**ELIMINATE TRACING PROBLEMS** with this carrier. Scheduled on line and off line. Check 35.



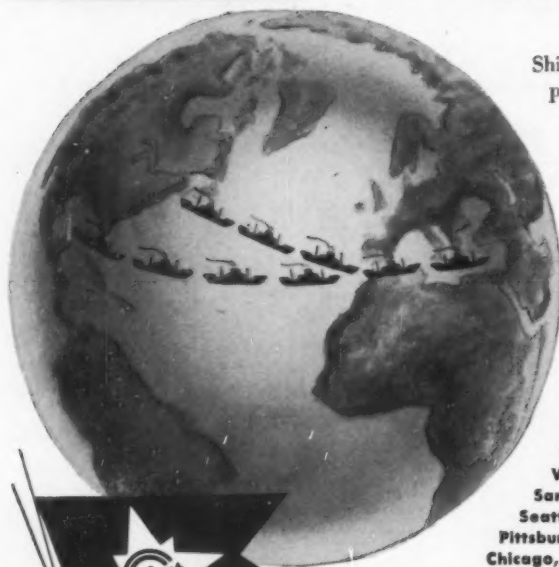
**99.5% CLAIM-FREE SHIPMENTS.** And 8 out of 10 claims settled in 30 days. It's done by staff transportation experts who prevent mistakes before they happen. Check 36.

**MIDWEST TO KNOXVILLE,** Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service, Check 37.

**FAST, DEPENDABLE** all-water service to the Near East is the specialty of this steamship line. Check 38.

**DAILY, CONSISTENT, DEPENDABLE** motor freight service. Linking 20,000 business centers. Sound good? Check 39.

## **MAINLINE to the MIDDLE and NEAR EAST**



Ship via **CENTRAL GULF Lines** to Mediterranean ports, the Red Sea, the Persian Gulf, Pakistan and India. Service is fast . . . dependable, flexible, economical. It's a service shaped to the needs of modern business . . . America's **MAINLINE** to and from the Middle and Near East.

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## 1960: What's ahead

(Continued from page 22)

### WHAT'S AHEAD IN LEGISLATION: CONGRESSMAN OREN HARRIS, CHMN, HOUSE INTERSTATE COMMERCE COMM

After World War II, many transport studies were made by various agencies, including committees of Congress. These culminated in the legislation enacted in the last Congress, known as the Transportation Act of 1958. One of the most significant features of that act was the section having to do with competitive rate-making.

Users . . . of transportation . . . have a considerable stake in the rate-making rules now to be enunciated by the regulatory commission. It is my understanding that this problem is currently before the ICC.

I am sure that all users, operators and students of transportation . . . will watch developments in this field with keen interest.

In view of the major legislation in the last Congress, it is unlikely that there will be any far-reaching legislation during the coming session.

### WHAT'S AHEAD IN TRANSPORT: D. R. DOMINIE, TRAFFIC MGR., THE POLAROID CORPORATION

I feel that the trucking industry will show a great increase in service in '60. This is noticeable even now. We can, on occasion, get 5th morning delivery from the East to the West Coast. Thru better equipment—moving along a growing number of advanced super-highways—the trucking industry in '60 is going to cut down the transit time between areas by a percentage unparalleled at any time in the past.

I further believe that, along the lines of education, the traffic profession will receive a big lift in '60—thanks to a highly concentrated move by many of the nation's top traffic organizations to gain the recognition and the status that has long been lacking.

As a "sleeper"—and this is probably going too far—I see the carriers trying to gain some advantages by requiring less packing on the materials they handle. Carriers servicing overnight points may establish procedures whereby the shipper eliminates the need for outer packing. This, in effect, would mean that material would be taken from the shippers' stock shelves and put on the dealers' shelves, as though it were a hand-to-hand-operation.

Continuing in the same vein, I feel that common carrier services—particularly in trucking—will be greatly improved through mergers. Because of these mergers, long haul movements will become more and more widespread.

In summary, I believe '60 will be a tremendous year in traffic—one seeing a greater number of revolutionary measures designed to boost traffic and transportation than ever before.

January, 1960



### HANSEN Automatic TACKERS

The quality construction and good design built into every Hansen Tacker assures the user of long, dependable, time-saving performance. Next time you're in the market, insist on Hansen . . . the lightweight Tackers for heavy weight work.

38 MODELS—80 STAPLE SIZES

SEND FOR free Hansen literature.

**A. L. HANSEN MFG. CO.**

5027 Ravenswood Avenue • Chicago 40, Illinois

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### POTDEVIN Semi-Automatic Feed Label Paster

Instant adjustment for labels up to 7½" wide. Operator's hands always free. Speeds-up production with minimum effort. Write for literature.



**POTDEVIN MACHINE CO.**  
208 North Street • Teterboro, N. J.

Designers and manufacturers of equipment for Bag Making, Printing, Coating, Laminating, Gluing and Labeling.

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**LIFSCHULTZ FAST FREIGHT**  
**FASTEST TO BOTH COASTS!**

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### HOW PANDJIRIS PROTECTS IN TRANSIT UNITS WITH VCI

● Can paper effectively protect a costly piece of equipment from rust during a long overland trip? The Pandjiris Weldment Company of St. Louis answers with an emphatic yes!

Manufacturing a variety of welding devices, Pandjiris recently shipped a 40,000-pound longitudinal seamer to a California aircraft plant. The unit, utilized in automatic strip welding, defied conventional packaging methods because of its great bulk and weight and because it was necessary to place the machine into immediate operation, upon arrival, without spending hours cleaning off preservative compounds.

Thus, the device had to be shipped in open equipment. Pandjiris' major worry: corrosion.

Pandjiris shipping personnel huddled; contacted the Volatile Inhibitor Manufacturers Association; and explored the problem. A painstaking analysis of the situation indicated two basic needs: 1) protection from rust, and 2) barriers against the elements.

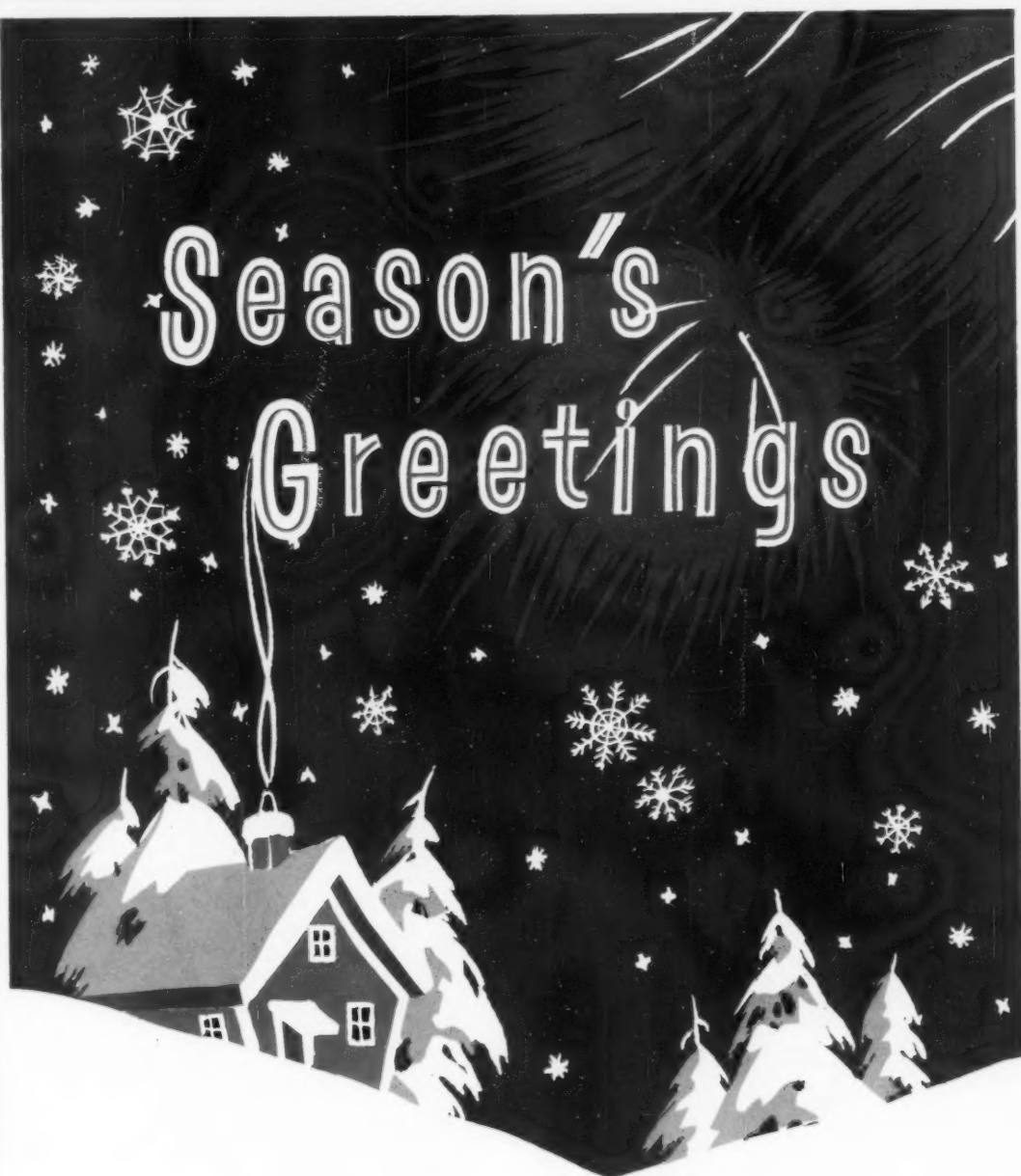
To solve the latter, Pandjiris decided to use an asphalt oil laminated inhibitor paper. VCI—as the paper is called—is coated with special chemicals that vaporize and inhibit the formation of rust on ferrous metals.

The paper itself serves merely as a "carrier" for the chemicals to afford a tightly conforming wrap.

A packaging procedure decided upon, Pandjiris placed a VCI shroud over its outbound longitudinal seamer. To keep out rain, wind and dust, an outer tarpaulin of polyethylene was thrown over the inner, rust preventive wrap. After a final inspection by company officials, the seamer began its 2,000 mile journey.

Upon its arrival in California, the longitudinal seamer was carefully examined and found to be completely free from rust, even though its protecting polyethylene shroud had torn in transit. Thanks to VCI, it had made the long journey safely and securely.

Shipping Management — National Hi-Way Shipper



**BARTLETT TRAILER CORPORATION**  
3080 ARCHER AVENUE CHICAGO 8 • ILLINOIS  
Virginia 7-1160



# BARTLETT



## BARTLETT TOW BAR

*PIONEER and LEADER*

"PIGGY BACK"  
HYDRAULIC 5<sup>TH</sup> WHEEL

**STURDILY BUILT  
HEAVILY REINFORCED THROUGHOUT**

**STRONGEST LIFT 5th WHEEL MADE!**

**LASTS LONGER — TAKES ABUSIVE TREATMENT.**

**CONSTRUCTED FOR CONTINUOUS HARD HITTING SERVICE.**

**CAN BE FOUND WHEREVER TRAILERS ARE SPOTTED.**

**AT TRUCKING DOCKS... FOR RAILROAD "PIGGY BACK"  
AND STEAMSHIP "FISHY BACK" OPERATIONS.**

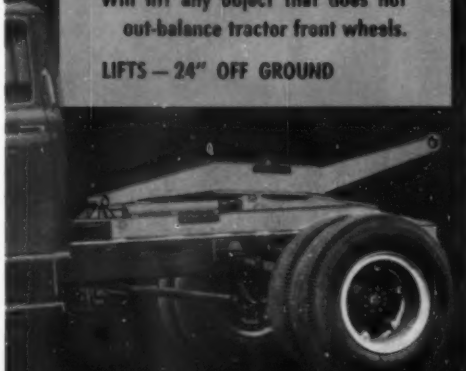
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DEPENDABLE PERFORMANCE**

**Adapt your Bartlett Hydro Lift  
Wheel To Make a Tow Truck.**

**Slip-in Boom — easily inserted and  
removed.**

**Will lift any object that does not  
out-balance tractor front wheels.**

**LIFTS — 24" OFF GROUND**



**BARTLETT TRAILER CORPORATION**

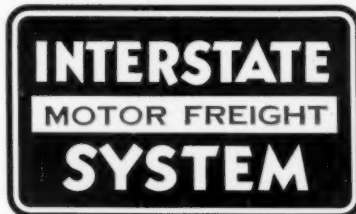
**3000 ARCHER AVENUE • CHICAGO 8 • ILLINOIS**  
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# Direct, single-line, "time-tabled" LTL service

*"That's what makes  
Interstate System different!"*



**A**nd the difference adds up to the fastest, most dependable delivery in the transportation industry today. Your shipments leave on time and arrive on time — with clock-like precision. Over 260 daily departures provide excellent service to 8,039 points in 24 states. For your copy of our Merchandise Service Time Schedule, call the Interstate transportation specialist. He's listed in the Yellow Pages.



Grand Rapids, Michigan

MORE THAN A TRUCK LINE... A TRANSPORTATION SYSTEM  
CHECK NO. 36 ON HELP-O-GRAM CARD

**ask the man who ships...**

**about  
SUPER'S  
PERFORMANCE**



It's Performance—not Excuses—that count in your business—and ours! You can't afford to disappoint a customer—and we can't afford to disappoint you!

That's why our people are always ready to provide that "extra mile of service" to get your shipment to its destination safely—and on time.

Ask the man who ships. We are confident he will tell you that Super Service provides performance he has learned to depend on.

Then let us prove what Super Service can do for you.



**SUPER SERVICE MOTOR FREIGHT CO., General Offices, Nashville, Tennessee**

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